

ELECTRICAL **MERCHANDISING** **WEEK**

A MCGRAW-HILL PUBLICATION • PRICE FIFTY CENTS • VOL 93 NO 42

BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION

CORDLESS PRODUCTS:

What's Next? p4

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Appliance Sales For '61 p7

SUNBEAM: New Consignment Plan In The Works? p8

...presstime

STRONG POLICING MEASURES will back up the new fair trade agreement put into effect by Fedders' New York City distributor, L & P Electric Co. "I don't care how large or small the dealer is," said Louis Lidsky, L & P president, "he will have to follow the agreement or lose his franchise." The fair trade program covers Fedders' entire line of air conditioners. As a sampling of prices, L & P disclosed that the 7,000 Btu, 10MS unit will fair trade for \$162.96, the 8,300 Btu, 11D2 model will sell for \$209.95 and the 8,500 Btu, 11D2TF model with automatic timer, \$239.95. ■

YOUNGSTOWN KITCHENS division of American-Standard will be sold to a newly formed group called Mullins Manufacturing Corp. A spokesman for American-Standard said the sale is expected to be completed around Oct. 31 with American-Standard

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**HOW TO
SELL
MORE
WASHERS
DRYERS
AND
COMBOS
ON P29... AND ON P21
EM WEEK EXCLUSIVE
SPECIFICATIONS FOR
1962 LINES**

**EUREKA
AUGUST
SALES:**

UP!

51.9%

A NEW RECORD

**JUNE
UP 30.6%**

**JULY
UP 30.2%**

**AUGUST
UP 51.9%**

TOTAL SUMMER SALES UP 40%!

EUREKA is Red Hot...HOT...HOT! August sales upped 51.9% over a year ago! Steepest sales climb in 50 years! Out-scorched the hottest months on record. Capped a 3-month climax. Closed June, July, and August 40% ahead of last year!

PRODUCT IS WHY! - A full scope floor care line that never stops making news. Here's the latest! New Eureka Princess! Lightweight. Loaded with power. Priced low.



PROMOTION IS WHY! - Eureka promotion makes every season a Eureka selling season. New models to promote. New prices. New premiums. Eureka gives you plenty to sell. Gives customers plenty of reason to buy!

DEALER PROFIT IS WHY! - Honest dealer profit. No rigged deals. No tricky pricing. No loaded packages of merchandise you can't sell. Eureka dealers get a full step-up line of canisters, uprights, polisher-scrubbers. Every model pays off in solid dealer profit.

**EUREKA IS
RED HOT**

AND SOARING SALES PROVE IT!

Eureka Williams Company
Div. of National Union Electric Corp.
Bloomington, Illinois

GET THE LINE THAT'S GOT THE SALES POWER!

Eureka Williams Company

Bloomington, Illinois

I'd like to handle the hard-sell Eureka line. What's the story?

NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

... **presstime**

receiving "between 7 and 8 million dollars in cash and mortgage notes." The sale was ordered by the U. S. Government in an anti-trust judgment brought in September, 1960. The government claimed that the 1956 merger between American-Standard and the former Mullins Manufacturing Corp. reduced the potential for competition in the industry. American-Standard said the new Mullins Corp. is in no way related to the former company of that name. Principals of the purchasing group are Leonard Morey, president of J. M. Lehmann Co., New York, and Robert Potter, chairman of the board of E. W. Bliss Co., Canton, Ohio. Mr. Morey said that present operations and personnel would be continued without change for the present. The division operates plants in Salem and Warren, Ohio, and employs about 900 people. ■

SYLVANIA HAS DROPPED LIST PRICES on its line of consumer electronic products. Distributors, who probably will set lists in the future, got the word at regional meetings a week ago. The move comes in the face of mounting FTC pressure (EM WEEK, July 31, p1). ■

SELLING COLOR TV BY MAIL: Spiegel is the first catalogue house to market color television by mail, featuring a General Electric lowboy console for

\$549.88 in its just-out Christmas catalogue. Neither Sears, Roebuck nor Wards, which are carrying color TV, announced the product in their Christmas catalogues. ■

PRICES TO DISTRIBUTORS ARE UP 6% over last year on all 1962 Carrier air conditioners. Announcement came as Carlton Stuart, Inc., New York City area distributor, unveiled the new line, which is expanded to include 26 models. Prices to dealers in the area will start at \$169. ■

PHILCO WILL NAME ITS COIN-OPS "Sunshine Centers." Package franchises for the national chain of laundry and cleaning centers will include build-ings, products and promotion. ■

ANOTHER ENTRY in the coin-up dry cleaner field is Frigidaire, with a unit said to dry clothing in about 11 minutes. No price has been set yet. ■

THE DOOR HAS BEEN OPENED to joint cooperation between manufacturers of steel and wood kitchen cabinets. George W. Mernick, new president of the National Kitchen Cabinets Assn., said that new by-laws permit "all major manufacturers of factory-made cabinets" to join together "for effective promotional effort." His group will actively solicit membership of steel manufacturers. No formal meeting between the NKCA and the Steel Kitchen Cabinet Manufacturers Assn. was set, he said. ■

How Zenith Sells Color In Nation's No. 1 Market

Zenith is handling its new color TV line gingerly in the nation's biggest market area.

Only a third of Zenith's metropolitan New York City dealers are getting color to sell in this important fourth quarter and Harry Schechter, vice president of Zenith Radio Corp. of New York, doesn't expect to alter his policy until next June.

The sets—there are two-set and four-set deals—are going to what Schechter calls "the merchandisers of our industry—the medium and large independent dealers."

A dealer who pays \$150 for a port-

able, Schechter said, and is willing to make \$15 on the set can't be satisfied with making \$30 or \$45 on the \$500 or better investment it takes to buy a color unit. Turnover isn't fast enough.

"This will eliminate the discounter as an important factor in color TV," explained Schechter. "Discounters won't be the ones to move color as they moved black and white. This is a very important point. We don't want profits on color TV to deteriorate."

Zenith's color dealers in New York must have one operating set properly

displayed in the store for demonstration purposes.

And dealers can't sell off the floor. "We won't sell anyone inventory," Schechter said. "No additional orders are taken until the sets are sold." By delivering directly from distributor to consumer, Schechter believes dealers will try to get a better price.

A 90-day free service plan is included in the price of the set. Consumers can get an additional nine-month service policy for about \$45. There's also a one-year warranty on parts.

An extensive color training program has been started and so far 190 have qualified for the graduation certificate. At the end of the course, servicemen must equip their shops properly—Zenith makes an inspection to be sure—and get a numbered card qualifying them to service the company's color sets.

"We tell the consumer to ask for this card when the serviceman calls," Schechter said.

The serviceman gets full instructions on teaching the consumer how to tune the set, gets paid \$8.70 for installation and has to get the customer to sign a receipt which says she's satisfied with the service. Zenith is paying \$6.50 for each additional call during the first 90 days.

"The serviceman is very important to us," Schechter said. "We think he's the guy who will sell our product."

Place In The Sun For Dealers

"The place of the independent dealer is still secure in the major appliance business."

This is the opinion of Herman F. Lehman, vice president of General Motors, and general manager of its Frigidaire division.

Interviewed by EM WEEK during Frigidaire's national press conference at the GM Technical Center in Warren, Mich., Lehman said it remains to be proven whether manufacturers, supplying mass merchan-

disers who offer minimal, if any, service, will be successful.

The executive stressed, "I have seen too many success stories to write off the independent retailer." He emphasized, "I cannot believe that the customer is interested in buying appliances the way he would shop in a drug store."

His definition of independent retailer includes department stores, furniture stores—any operation which sells appliances only, or which has a

department set up to "properly" merchandise appliances.

Lehman believes that the independent merchant who builds a favorable reputation in the total operation of his business, and seeks the "customer who returns" rather than the "one-time buyer" will be able to compete successfully.

In favor of the independent is high saturation. Lehman feels that the retailer who can properly merchandise trade-in on a new product and

who has the ability to thoroughly recondition the traded product, for which there is a substantial market, is at a competitive advantage.

The executive answered the following questions at the press conference. Q. Why no suggested list prices? A. "They have lost any useful or meaningful purpose." Q. Will prices be higher on 1962 merchandise? A. "No. They are being held."

He stated Frigidaire's policy: "Reliability is something of an obsession with us... we have made significant progress in this matter of increased dependability, as evidenced by the ever decreasing number of service calls."

STRAIGHT FROM WASHINGTON

BUSINESS TAX RETURNS WILL BE SCRUTINIZED EVEN MORE CLOSELY.

The Old South is the first target. The Atlanta tax region covering Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee—is getting the first of the automatic data processing systems being installed by the Internal Revenue Service. The new system will be ready to check 1961 tax returns of business firms in the seven-state area. The following year, tax returns filed by individuals will be fed into the Atlanta system.

IRS plans to add a tax region each year, first inserting business returns in the system and then personal forms. Next in line, for 1962 business returns, is the Philadelphia region covering Pennsylvania, New Jersey, Delaware and Maryland. The order in which other regions will be added is not yet determined. ■

LEGALITY OF THE "UNREASONABLY LOW PRICE"

clause of the Robinson-Patman act will be considered by the Supreme Court. The case in question involves Justice Dept. charges that National Dairy Products Corp. sold milk in the Kansas City area at below cost to destroy competition. But the issue has much wider implications. It could, for example, affect current negotiations between Justice and G-E over terms of consent orders to end the government's civil price-fixing complaints.

Justice insists that G-E sign a consent order including a clause banning "unreasonably low" prices. G-E has refused to sign, and the government has threatened to take the case to court. What the government wants to do is bar the huge company from driving prices down on certain products with the intent of injuring competitors. Whether or not G-E finally signs depends to a large extent on whether or not the Supreme Court declares the clause constitutional. A federal district judge already declared it unconstitutional because it is so vague and indefinite. ■

STATE FAIR TRADE LAWS HAVE BEEN UPHELD again

by the Supreme Court in effect, at least. It refused to review a complaint by a drug store chain that the Virginia fair trade statute is unconstitutional. It has been 10 years since the Supreme Court has reviewed a state fair trade law, thus upholding them in each appeal. Last year, for example, the court refused to review the Maryland law.

At issue in the Virginia case was an unusual clause that commits a retailer to fair trade prices simply by accepting fair traded goods. Virginia courts agreed with proponents of the law who argue that if a retailer does not want to sell fair traded goods he is free to sell items that are not fair traded. The Supreme Court said no federal question is involved. ■

A Look At The

To Dr. Leslie Gulton, the electric line cord is unsightly and a nuisance. Dr. Gulton is a battery manufacturer.

And as president of Gulton Industries, he's impatient with manufacturers of consumer products—"they lack imagination"—and is eager for cordless equipment to start rolling off the nation's assembly lines—"It's a big business."

From where he sits, Dr. Gulton sees a great future for cordless appliances and electronic products as well as a whole range of related consumer products, all powered by nickel cadmium batteries.

The Possibilities And A Prediction

There is already plenty of evidence that cordless products can sell right now—the Fairchild movie camera, CBS cordless dictating equipment, Black & Decker's cordless drill, cordless electric shavers. And Gulton has just gone to market with a rechargeable six transistor radio and has been successfully selling a rechargeable flashlight.

Given coordinated efforts and some financial assistance, Dr. Gulton firmly believes, these first products will generate many more. His company is currently working on a better battery for the cordless lawn mower, a cordless table lamp for a large chain of restaurants and a new lightweight battery for a portable television set. "All home appliances in five years could be cordless," Gulton predicted.

Some Problems And Case Studies

But Dr. Gulton faces certain difficulties in fulfilling his dream of eliminating the unsightly line cord.

He's running a sophisticated electronics company with little consumer merchandising experience and less interest in developing a big marketing organization. And his problem doesn't end here.

The biggest obstacle is conceptual, explains Dr. Gulton. "People in the consumer electronics field show tremendous reluctance to develop cordless products."

And so on two occasions such reluctance has forced Gulton Industries into the consumer business.

1. A Rechargeable Radio

"We went to every radio manufacturer with our nickel-cadmium battery," explained Dr. Gulton. "They said it was very interesting. But they were afraid to put the cordless feature into an inexpensive product."

"So we had to do it ourselves and we're ready to do more."

Gulton Industries had a six transistor radio produced to specifications in Japan and is now successfully marketing the unit with a \$29.95 list and a 33⅓% gross margin for dealers.

The radio can run 12 to 15 hours on a full charge, which takes 16 hours using a standard plug and house current. The battery is guaranteed to last for five years.

If any major radio manufacturer still wants the radio, Dr. Gulton is willing to turn the product over.

"I just want to sell batteries," he said. "Right now you might say we're doing market research on the radio at a profit instead of at an expense."

2. Rechargeable Flashlight

Faced with the same problem from flashlight manufacturers, Dr. Gulton again went to market with a \$5.95 Life Lite, guaranteed for five years of rechargeable operation.

Over a million units have been sold since the flashlight went on the market about two years ago. And now Sears, Roebuck has picked up the product and is selling it in its catalogues under its own brand name.

The Power Source For Cordless Products

The power source for all Dr. Gulton's ideas is the nickel-cadmium battery. A decade ago, it wasn't a factor. In five years, you'll see a great deal of equipment powered by nickel cadmium batteries. In 10 to 15 years, cordless equipment will be even more universal, but nickel-cadmium will no longer be the No. 1 energy supplier, Dr. Gulton predicts.

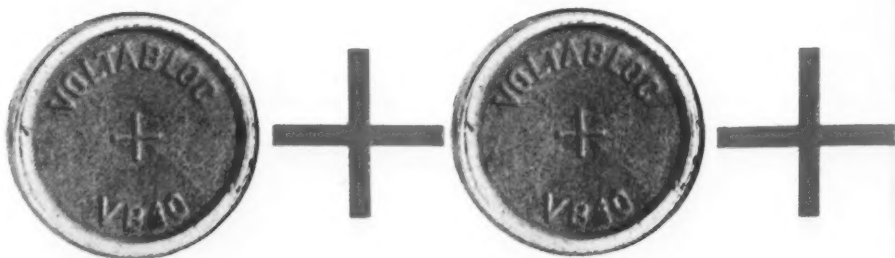
"There's constant nibbling at the state of the art," explained Dr. Gulton. "The nickel-cadmium battery will be obsolete in five years, obsolete in 10."

The Space Age Lends A Hand

The nickel-cadmium battery today, however, has not reached full bloom. But Dr. Gulton is confident that it will.

What sparked the development of the battery was the government's satellite program. What space technology required from a battery, explained Dr. Gulton was:

- (1) A truly hermetically sealed unit.
- (2) A unit rechargeable an infinite number of times.
- (3) A battery that could never be overcharged.



Nickel-cadmium Button Cells, Each About The Size Of A Quarter

ELECTRICAL MERCHANDISING WEEK

Future For Cordless Products

And so a crash program was launched to develop a battery with all three characteristics.

The Next Step— A Battery For TV

The next step in Dr. Gulton's plans for cordless products will be a battery for television.

The company's engineers are working on necessary refinements for a nickel-cadmium battery right now and already have tested a projected unit over a thousand times.

"We hope to have it ready in 1962," Dr. Gulton said.

When the battery is ready, it must be lightweight, foolproof and inexpensive.

Here's how Dr. Gulton defines those terms. To be foolproof the battery must stand up under anything but a sledge hammer. It shouldn't weigh much more than a pound.

The retail price will be in the \$40 range or roughly half of what it is today for the energy cell Motorola uses with its 19-inch transistorized portable.

"There must be no limit to this battery," Dr. Gulton said. "The battery should outlast the TV set."



Dr. Leslie K. Gulton: "The principle of the cord is a nuisance."

COURTESY OF CHEMICAL WEEK

Cordless Electric Housewares: What You Can Expect By '66

Electric housewares manufacturers agree that you'll see a lot more cordless electrics in the 1967 lines. But the consensus is that it will take a lot longer than five years before any of them can produce and market a full line of cordless electrics. Manufacturers expect the field to grow, but there are inhibiting factors which will control the growth.

These forecasts were given in response to a statement made by Dr. Leslie Gulton, president of Gulton Industries, Inc., who claimed that all home appliances could be powered by rechargeable nickel-cadmium batteries within the next five years. Dr. Gulton (his company makes nickel-cadmium batteries) asserted in an exclusive interview with EM WEEK (see opposite page) that the "principle of a cord is a nuisance in electrical appliances."

"Cordless appliances," he said, "would be more convenient, more portable and quieter than those now being used."

Housewares makers have been toying with the idea of cordless appli-

ances for several years. Electric wall clocks were the first home appliances made to operate without cords. With clocks, the idea of no cord was considered a prime selling feature since a cord on a decorative clock did not lend to the unit's decorative appeal.

The first major breakthrough in cordless appliances came last April (EM WEEK, April 24, p8) when Black & Decker announced its first portable cordless drill. Since then, the electric housewares and power tool industries have been buzzing with talk and announcements of new cordless products.

Manufacturers point out that cordless appliances offer the ultimate in convenience and portability. But before there can be any cordless revolution there are several problems that housewares makers claim must be overcome.

Last week, EM WEEK talked with a cross section of electric housewares manufacturers and asked them what they thought about the future of cordless appliances, the major problems involved in making them, and how soon dealers could expect to see

a full line for cordless electric housewares on their shelves. Here's what they said:

Cost is the biggest problem producers must contend with in the manufacture of cordless appliances. Today's batteries cost too much to allow any electric maker to market a full cordless line. But most manufacturers agree with Black & Decker's Sales Promotion Director John Apsey who believes battery costs will cease to be a roadblock as soon as many manufacturers get into the cordless business.

Several electrics makers told EM WEEK they thought battery prices might be lowered if housewares manufacturers themselves went into the battery business. One large manufacturer hinted that was exactly what his company had in mind. He accused battery makers of dragging their feet in initiating lower prices.

"More powerful batteries must be developed before we can even consider a full line of cordless electrics," explained another housewares manufacturer. "Today's batteries," he went on, "are good enough for appliances that don't require a huge power input the way irons and frypans do. Strictly mechanical appliances—those that don't produce heat as part of their function—are relatively simple to power with a battery. It's this kind of appliance—mixers, can openers and possibly vacuum cleaners—that might be powered by batteries soon. But it will be quite some time," he emphasized, "before you'll see a full line of cordless electrics."

Shorter recharge time is an attribute that new batteries must possess before a full line of cordless electrics can hit dealers' shelves. Manufacturers agree the concept of a portable cordless appliance means nothing if the tool has to be tied up for hours of recharging.



Two button cells supply the power for this rechargeable Gulton flashlight.



Add Up To A 3.6 Volt Radio Battery

OCTOBER 16, 1961

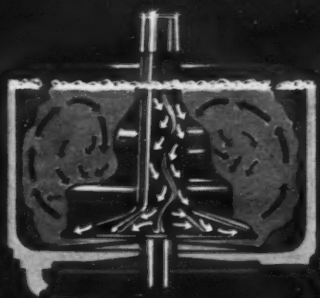
YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!

MORE SELL... OUTSIDE



Looks like top-of-the-line with fully-lighted console and even pushbutton convenience.

MORE SELL... INSIDE



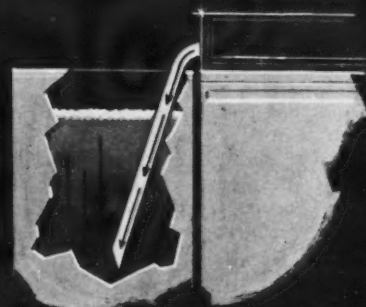
EXCLUSIVE SURGILATOR® AGITATOR

... routs even stubborn dirt with a "million" water currents.



EXCLUSIVE MAGIC-MIX*

dispenser filter removes objectionable lint, blends in detergent.



EXCLUSIVE SUDS-MISER®

suds return system can save money on soap and hot water.

IN A LOWER PRICE RANGE

... it's the new 2-speed, 2-cycle model LJA-75 RCA WHIRLPOOL washer with pricing so sharp you can cut a bigger slice out of the big-volume middle market. (Model LJA-70 available without Suds-Miser.) See your distributor now.



Join up! ... it's easier to sell RCA WHIRLPOOL than sell against it!



Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners

Use of trademarks ® and RCA, authorized by trademark owner Radio Corporation of America

*Tmk.

Here's What They're Saying:

Manufacturers Talk About '61-'62 Sales

The year-end sales tally for major appliance manufacturers should equal or be slightly better than 1960.

After a poor second half in '60, and a slow-starting first half in '61, the producers began to see gains. Third quarter activity for most companies was substantially ahead of the same 1960 period.

Analyzing third quarter sales, manufacturers expect the momentum to carry over into the last three months and on into the new year. Predictions are that 1962 will be as much as 5% ahead of this year.

However, some top-level executives tempered the general industry optimism by pointing out that sales, while running ahead of the same 1960 months, are behind the comparable 1959 months.

"What is happening," said John W. Craig, vice-president and general manager of Westinghouse's major appliance division, "is that the industry is recovering from the downturn; it has not yet returned to a growth position."

Comment from officials of 10 key companies follows:

HOTPOINT—Joseph E. Horak, general manager-sales and distribution department: "The last week of the third quarter was our best week in 3½ years. The third quarter was better than 1960, 1959 and 1958. We expect sales to be up for the fourth quarter. Hotpoint inventory at dealer and distributor levels is considerably lower than last year, which we feel indicates that our appliances are moving well at retail."

NORGE—James D. Dougherty, general sales manager-domestic appliances, said that his company has been in a back-order position for the past two months. Dougherty reported that third quarter sales were substantially ahead of 1960. He looks for a good fourth quarter, and expects the acceleration to continue in 1962. Norge volume in September rose 59% above the 1960 month, and was the second highest in the company's 34 year history. Nine-month sales climbed 34% ahead of the like 1960 period.

GENERAL ELECTRIC—A spokesman for General Electric said, "Major appliance sales are better now than they were either a year ago or earlier this year. Apparently this is generally true for the industry. One main reason for bringing about the upturn, is that consumers are again recognizing the tremendous values major appliances offer. However, there are no signs of a boom."

PHILCO—Jack A. Rishel, vice president of the laundry division, said the 3rd quarter was "better" than 1960. He thinks 1961 will be "modestly better" than 1960. Henry E. Bowes, consumer products vice president, said "lower inventory" is expected at the end of 1961.

ADMIRAL—Ross Siragusa, Jr., vice president, said that the third quarter looks "substantially better" than the

same period in 1960 and that the outlook for the fourth quarter is "excellent." He expected 1961 inventories to be down from 1960 and predicted that 1961 will be "at least even with 1960, perhaps slightly better, due primarily to second half upturn." 1962 promises to be an excellent industry year," he concluded.

RCA WHIRLPOOL—J. D. Sparks, sales vice president: "Third quarter sales exceeded the same period in 1960 by a substantial margin and the outlook for the fourth quarter is one of even better unit volume. As a result of sales increases during the third and fourth quarters, total unit sales may well match or even exceed 1960." Sparks said inventories at the end of the year should be minimal.

KELVINATOR—Homer Travis, appliance sales vice president, said third quarter sales through Sept. 20 were up, on the average, 22% over 1960. He looked for the fourth quarter to be about 25% over 1960. These last half rises, he said, would leave 1961 "about even" with 1960 and inventory would be about 40% down compared with last year. Kelvinator is shooting for a 10% sales increase in 1962.

GIBSON—W. C. Conley, vice president, wired EM WEEK from a sales meeting in Panama City that third quarter sales were up and that the fourth quarter sales forecast indicates a continuing increase. He said the total year's sales should be up "approximately 5%" and that year-end inventories would be down.

Two executives gave industry estimates as follows:

FRIGIDAIRE—Herman F. Lehman, general manager and General Motors vice president, was looking forward to an "upturn in the third quarter of the year, which makes it about comparable to last year. The fourth quarter should be ahead for the industry, and 1962 might be as much as 5% ahead, based on the last quarter activity."

WESTINGHOUSE—John W. Craig, vice president and general manager-major appliance division, reported that the present rate of electric major appliance industry sales should bring about a 2% increase for the year over 1960. He emphasized that, while running ahead of the comparable months of 1960, sales are not phenomenal, they are clearly behind the last months of 1959. Craig anticipates that the industry will sell a monthly average of 800,000 electric appliances to dealers. In the last quarter of 1960, the rate was 740,000. In the last quarter of 1959 the monthly sales rate was 870,000.

Craig also emphasized that, while the industry as a whole is gradually recovering from the recent recession, it is hardly in the midst of a big boom. He stressed that the industry is just about even with last year's performance.

EM WEEK
REPORTS ON

APPLIANCE-TV

LIVING IT UP IN EUROPE is the top incentive for dealers to order Carrier air conditioners early. The company has announced a new program to stimulate early orders, requests for early delivery, and early payments. Besides a one-week trip to Rome and Madrid, dealers can select trips to Las Vegas or San Juan, new office equipment for their stores or gifts to be offered consumers as sales incentives. ■

IS ELECTRIC COOKING GAINING over gas? This was one of the questions answered by a preliminary tabulation of 1960 U.S. census reports.

Although gas is still used for cooking in about 51% of all households, electricity's share of the cooking fuel market has doubled—from 15% in 1950 to 30% in 1960. Use of coal, wood and kerosene has declined sharply.

Other census figures show that one in every eight homes—6.7 million housing units—are air conditioned. More than 4 million have one room units; more than 1.5 million have two or more units; almost 1.1 million have central systems. ■

WILL MORE WOOD HELP YOU SELL more kitchen appliances? Manufacturers seem to think so:

More factory-finished wood kitchen cabinets were shipped in August than in any month in history, reports National Kitchen Cabinet Assn. (formerly National Institute of Wood Kitchen Cabinets) and...

KitchenAid is promoting the solid maple cutting top on its convertible portable dishwasher for the fall-Christmas selling season. ■

EXPANSION PLANS FOR GAFFERS & SATTLER, West Coast manufacturer of ranges, ovens, water heaters and air conditioners, call for entering the national market. The firm recently became a subsidiary of Republic Corp., and Victor M. Carter, who is president of both companies, said the merger made the expansion possible. Earlier this year, Gaffers & Sattler opened a branch office in Chicago and established a new South Central sales office in Dallas. ■

JUDSON SAYRE PREDICTS that the sales of consumer gas appliances will increase about 5% this year over 1960 levels. Sayre, board chairman of Norge, said the industry will sell more than 5 million appliances, including clothes dryers, ranges, water heaters and refrigerators. ■

RADIO IMPORTS FROM HONG KONG, OKINAWA: For the first half of the year, the U.S. has imported 14,130 transistor radios worth \$128,918 from Hong Kong and 112,935 units worth \$758,443 from Okinawa, according to U.S. Customs. The Okinawa radios actually come from the Nansei and Nanpo Islands, part of the Ryukyu Group of which Okinawa is the largest island. Both Hong Kong and the Ryukyus are quota-free, basically are exporting six-transistor units. ■

housewares

Will Sunbeam Introduce A New Consignment Plan?

Sunbeam Corp. is discussing with its distributors and retailers the possibility of revising its West Coast consignment program and extending it to other parts of the country.

One of the major revisions, it is understood, would be to offer a new line of electric housewares on a consignment basis to distributors, who in turn would ship the goods to their retailers on consignment. Under the current West Coast plan, goods are shipped on consignment only to distributors.

Two weeks ago, three of the company's top executives—R. P. Gwinn, president, L. W. Prestin, vice president and director of marketing, and R. D. Maher, sales manager of the electric appliance division—called on a number of distributors and retailers in the metropolitan New York area to explore the possibility of bringing the new program to that market.

Sunbeam's comment. Maher told EM WEEK that he, Gwinn and Prestin visited New York and discussed with distributors and retailers "various marketing plans and what the trade's considerations are. A consignment

plan was among those plans discussed."

He further stated: "We are exploring several different marketing approaches and are continuing to have our people discuss various marketing approaches with distributors in other parts of the country. But we still have not made any decisions. Our conversations are merely in the exploratory stage. However, nothing we are discussing with distributors and retailers would disrupt distribution of our regular line."

What is the plan? According to informed trade sources, Sunbeam would introduce a new line of about eight or 10 electric items, restyled and different from the company's regular line. For example, the products would carry the Sunbeam name, but with a different insignia.

The goods would be shipped to distributors on consignment, as in the West Coast program (See Electrical Merchandising, April, 1959), and then distributed on consignment to the stores. Sunbeam would own the merchandise until it was sold to the consumer, giving the company complete control over pricing.

It is understood that under the new plan, four deals (referred to as "A," "B," "C" and "D") would be made available to the retailer. The size of a store's order would determine which deal it falls under and, consequently, how much co-op ad money would become available.

The suggested retail price of the new products, according to sources, would be somewhat lower than comparable items in Sunbeam's current line. One source, describing the retail pricing as "realistic," said it would enable dealers and distributors to make more than they are now making on the present Sunbeam line.

Although Sunbeam declined to reveal the effective date of the new program, trade sources believed the company would not announce it to the trade officially before the January Housewares Show. It was also understood that the new plan would succeed the West Coast program, once it is put into effect.

Although distributors were reluctant to talk about the new program, their tone suggested that Sunbeam's plan, if put into effect, would be revolutionary to the housewares industry, which has been suffering from declining profits ever since the demise of Fair Trade four years ago. One distributor, who was not visited by Sunbeam and had only an inkling of what was going on, commented: "Something's in the oven. I feel it's something real big."

Will Cordless A Wide Swath

If the number of manufacturers in the field has any bearing on the ultimate sales success of battery-powered mowers, 1962 should be a banner year. At last year's Hardware Show there was only one entry in the cordless mower field. This year's show in Chicago saw no less than a dozen cordless mowers on display. Two other known producers did not show.

The attitude among buyers, however, was "wait-and-see." The buyers interviewed by EM WEEK at the Hardware Show claimed battery-operated mowers have at least two built-in stumbling blocks to volume sales.

Cost is the prime objection buyers have to cordless mowers. The average suggested list price at the Hardware Show was \$149.95 for 18-inch to 20-inch rotaries. Several companies were touting rotaries as high as \$169.95 and one—Flightways Div. of Toolcraft Corp.—was offering a cordless unit for \$79.95, less the battery. Buyers feel that these prices are out of line compared with the \$29 to \$79 tags prevailing in most major markets.

Battery-life and the recharge time

EM WEEK REPORTS ON

HOUSEWARES

DEFROST YOUR REFRIGERATOR WITH INFRA-RED RAYS.

That's how Osrow Products Co., Glen Cove, N.Y., is touting its new compact defroster unit. According to Harold Osrow, company president, "The unit is designed to fit all freezing units and will do a complete defrosting job in 15 minutes or less." Special dealer listing ads, a cooperative ad program and a three-dimensional point of sale display are all part of Osrow's introductory offer to dealers. The unit carries a suggested list price of \$6.95. It will be available at retail in about three weeks. ■

A NEW CONCEPT IN POWER TOOLS—"Portable bench tools"

—has been introduced by the Rockwell Mfg. Co., Pittsburgh, Pa. Ready now in time for the Christmas market, the line includes a drill press, circular saw and jointer. All are list-priced at \$79.99, weigh less than 35 lb. packaged and will perform all the functions of full-sized bench power equipment. Development of a small half-horsepower, 3,400 rpm motor made the new tools possible. ■

SPECIAL PROMOTIONS on stainless steel and stamped aluminum pressure cookers (4-qt. and 6-qt. sizes) were announced by National Presto Industries, Inc., as part of its fall promotion. The 4-qt. stainless steel pressure cooker carries a dealer price of \$11.75, down 19%. The 6-qt. model is priced

at \$14.11, down 17%. In stamped aluminum cookers, the 4-qt. model will cost dealers \$6.72, representing an 18% discount. The price on the 6-qt. model has been cut 13% to \$9.95. Earlier Presto promotions on its 9-cup coffeemaker, 12-inch frypan and steam-dry iron will be continued during the fall. ■

TORO'S LUCKY NUMBER PROMOTION

will give away 19-inch rotary mowers to 100 of the 6.5 million readers of an early May issue of "Look" magazine. R. W. Gibson, Toro vice president, said the promotion is designed to build store traffic for participating dealers during the peak mower selling months of April and May. The Lucky Number cards will be bound into the issue next to a Toro ad. Readers will learn whether their card entitles them to a free mower when they visit their local Toro dealer. ■

TWO NEW NEGATIVE ION GENERATORS

have been unwrapped by the Utah Radio & Electronic Corp., Huntington, Ind. The smaller unit, the Ion-2, has been designed to "effectively maintain a negative charge in a 10-by-12 foot room," according to company officials. The Ion-2 has a suggested list price of \$49.95. The second unit, the Ion-3, lists at \$74.95 and is said to negatively charge an area twice as large as the smaller unit. ■

THE NATIONAL HARDWARE SHOW WILL BE BACK IN NEW YORK CITY next year. It will be held at the Coliseum from Sept. 24 to Sept. 28. ■

Mowers Cut Next Season?

needed between mowings are two more problems inherent in battery-operated mowers according to buyers. "Manufacturers say these mowers will cut grass for an hour and a half to two hours between recharges," a Buffalo hardware buyer explained. "But, in the next breath, they tell us not to push those figures. It seems that too much depends on the texture of the grass and whether it's wet or dry." When asked if he planned to buy cordless mowers, he answered: "I'll buy a couple to see what happens. Frankly, I'm a little skeptical. I can just see customers running back to me complaining that the unit I sold them only ran for an hour."

A suburban New Jersey hardware retailer asserted that his buying plans didn't include battery-operated mowers. Though he predicted a bright future for cordless mower sales in large urban areas, he said he didn't think that his suburban customers—with bigger average lawn areas—would be too interested.

The manufacturers' attitude about cordless mowers was uncertain—despite optimistic predictions that more competition will mean lower prices and that batteries are being developed which will last longer between recharges.

Some manufacturers who were showing cordless mowers at the Hardware Show told EM WEEK that their units were hand tooled and served only to test dealer response. As one manufacturer who was showing a 20-inch rotary with a suggested retail tag of \$199.95 summed it all up: "If I can sell 5,000 units here with this model, we'll go into production. If buyer response is much less than that, we'll be forced to wait until next year." Another mower maker put it this way: "We have a cordless mower on the shelf but we don't believe that it's ready yet. We'll go into full production only when we can guarantee at least two full hours of mowing. As things stand now," he continued, "everything is in the hands of battery makers. When they produce a better battery, we'll produce the mower."

On the horizon is the "better battery" that the mower industry is waiting for. According to Dr. Leslie Gulton, Gulton Industries, Inc., (see p4) his company could build a nickel-cadmium battery that would power a lightweight mower. The only problem, as Gulton sees it, is the price now would be considerably higher than the \$16 it costs mower manufacturers for the wet cell batteries now used to power mowers. But Gulton claims that his company is working on the problem and when the cost is reduced, the nickel-cadmium battery will provide the answer the mower makers are seeking.

Consequently, for the next two years at least, mower makers will be forced to stick with the heavy and expensive wet cell batteries they're now using. Cordless mower sales will grow but they'll represent only a small part of the over-all volume.

HOUSEWARES SHOWCASE

Other New Products On Pages 62, 64, 66

4 Toasters Introduced By Toastmaster

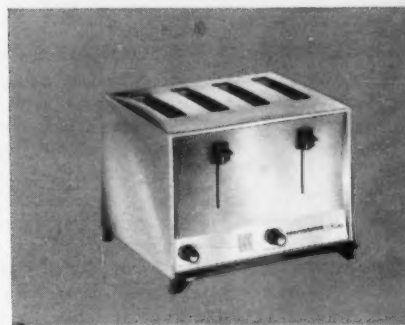
Square classic shape, "up front" controls and chrome-satin finish characterize the new toaster line. Other features include, shock-proof chassis, toast release that pops up toast at any time, automatic voltage compensator that toasts on range from 100 to 130 volts.

Imperial, model B122, two-slice, toast control and four elements. Suggested price: \$29.95. Princess, model B102, two-slice, concave design and

four elements. Suggested price: \$21.

Hostess (right), model D111, four-slice (each two-slice section can be operated independently), toasts one or two slices faster using only half wattage capacity, makes light toast in one section and dark toast in the other. Suggested price: \$34.95. Sovereign, model B112, two-slice and concave surface. Price: \$22.95.

Toastmaster Division, McGraw-Edison Co., Elgin, Ill.



Even A Child Can Operate Battery-Operated Toothbrush

The power handle, which contains a nickel-cadmium rechargeable battery, drives toothbrush at a rate of approximately 2,000 strokes a minute. Also included are four brush inserts and a recharging holder. The set carries a suggested list price of \$19.95. Replacement brushes will sell for 69 cents.

Dental health section, Clock and Timer Department, General Electric Co., Ashland, Mass.



Anchor's Candlewarmer Set

The "Well & Tree" set, model No. W100/88, is equipped with a heat-resistant platter trimmed with 22K gold decoration, candlewarmer frame in brass with walnut handles and two candle wells with candles. Suggested retail price is approximately \$4.98.

Anchor Hocking Glass Corp., Lancaster, Ohio.

Caddy Cart Is Silent

Toro's new battery-operated Caddy Master, which weighs 79 pounds, is silent and will travel a full 18 holes of play without a re-charge.

The unit's 110-volt a.c. charger and timer are built into the battery box. The 12-volt power supply is totally enclosed and the electric-drive motor is completely sealed against dirt.

The cart has four-wheel trailing design and finger-tip guidance on its single "joy-stick" handle.

The caddy cart breaks down for easy storage.

The suggested retail list price is \$230.

Toro Manufacturing Corp., Minneapolis 6, Minn.



Two Non-stick Appliances And A Coffeemaker At Presto

Two non-stick, Teflon-coated electric housewares, a skillet and a griddle, and a 12-cup coffeemaker have been added to the Presto line.

The 12-inch skillet, with a Teflon surface triple-bonded to the metal, will carry a manufacturer's list price of \$19.95, not including the Control Master.

Dealer costs are \$13.57 for one to five units and \$12.95 for quantities of six or more.

The griddle, styled for table or buffet use, carries a suggested list price of \$22.95.

Dealer costs are \$15.61 for one to five units and \$14.92 for six or more.

The 12-cup percolator brews a cup of coffee a minute. Made of stainless steel with wide-open spout design, the unit is completely immersible. The suggested retail price for the coffeemaker is \$29.95.

Dealer costs are \$20.37 for one to five units and \$19.47 for six or more.

National Presto Industries, Inc., Eau Claire, Wis.



YOUR personal BUSINESS

That's not just dew you see by the dawn's early light these days. It's Jack Frost making his rounds to warn you that Old Man Winter is just around the corner. If you find this hard to believe, you probably haven't thought of such tasks as getting out your winter clothes and checking the condition of last year's snow tires. But perhaps you have noticed that TV commercials no longer feature the thinking man basking on a sandy beach or lounging beside a transparent pool while he puffs on his favorite cigarette or refreshes with a frosty glass of iced tea. Instead, the pitch has been switched to indoors and to cold-weather commodities, such as antifreeze. You might feel the makers of antifreeze are rushing the season, but they're not. The time to make sure your car's cooling system is set for winter—is now.

● How permanent is "permanent" antifreeze? The term is often confusing, especially to those who count on leaving antifreeze in the radiator all year and using it from season to season. Permanent was first applied to antifreeze some years ago when cars were made without the pressurized cooling systems which come with every car today. In those days, alcohol base antifreeze often boiled out of a radiator several times during a winter. Glycol base antifreezes, because their boiling points were higher, were more likely to keep a radiator filled through a whole season—hence the term "permanent" was applied to glycol mixtures.

Today, with pressurized cooling systems in every car, alcohol base as well as glycol base antifreezes generally give season-long service. Glycol base antifreezes are recommended for cars driven at unusually high altitudes or used where temperatures fall far below freezing. But, no matter what the base, when the label reads "permanent" it means permanent only for one season. No antifreeze should be used for more than one season. Here are three reasons why:

● Any antifreeze can become contaminated with impurities that cause rust and corrosion. Inhibitors in the antifreeze designed to prevent rust and corrosion become weakened and finally exhausted by use.

● Your car's cooling system should be rust-proofed twice a year. Use a well inhibited antifreeze in the fall and a special rust preventive with a fresh filling of water in the spring.

● No additive can restore antifreeze to its original condition. At the most, additives may give antifreeze weakened by winter a boost toward the end of the season.

One final word of advice: Check the label on the can of antifreeze you're planning to use. Most manufacturers are anxious to see that the antifreeze they sell is properly used, especially when they know the sale should be repeated next year.

▲ ▲ ▲

Have you bought stock of one company at different prices? When you sell part of your holding, you can't figure gain or loss using the cost of the first lot of that stock you bought. But you can control the amount of your gain or loss by identifying the particular lot which you intend to sell. Keep a record of each stock lot and when instructing your broker to sell your shares in his custody, be sure to:

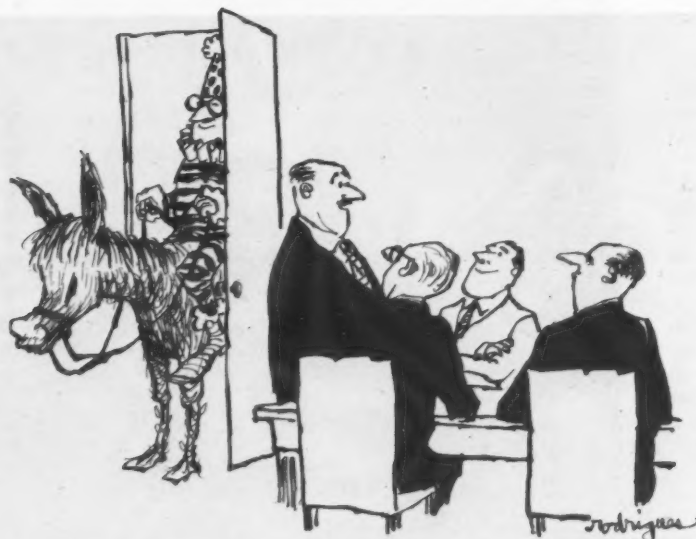
● Specify in writing the order in which you want the stock sold.

● Identify the shares to be sold either by their purchase date, their cost, or both.

● And get the broker's written confirmation of your order. By doing this, the stock which you have selected is treated as sold, even if different stock is delivered by your broker.

▲ ▲ ▲

Do you have a smoking man's taste? The common belief that smoking dulls your flavor responses has been debunked recently by tests which show that heavy smokers have as good a sense of taste as non-smokers. It's been known that there is nothing you can do to improve your natural tasting ability. And, as scientists now report, there's not much that's going to hurt it either.



"... We're indeed fortunate to have with us today a representative from Polk Brothers who will discuss sales promotions ..."

A DEALER SALESMAN SAYS



Find Your 'Orphans' A Home

There is one thing I firmly believe—for every orphan there is a home somewhere, and for every item on your floor there is surely somewhere a buyer.

I do not care how old or ugly or odd an item may be, someday someone is bound to enter your premises who is destined for said item.

We had a truly grotesque TV console standing forlornly on the floor that the boss had bought in a moment of rashness a couple of years back. To give you an idea how impossible it was, a \$20 P. M. plus full commission at any price failed to move this thing.

Did I say grotesque? The style was what you would call early Ming dynasty. The set vaguely resembled a pagoda with a big red lacquered dragon snorting flame across the ebony doors. On a dull night around 9:30, if you looked at the set, you half expected those doors to open and temple gongs to summon the faithful to evening prayer.

One day a smartly toggled young couple walks in. They go from set to set, shaking their heads impatiently at the display.

Suddenly, her eyes light up. "Look, Fred," she shrills, pointing to the Chinese TV, "That's just what we want."

"You're right, honey," he exclaims.

"Fred," she gushes on, "look how it matches our prints and our vases. It's just perfect!"

From this I ascertain that they must be furnishing a Teahouse of the August Moon, complete with shadow boxes, paper lanterns and TV which is where I come in. The set has a price tag put on three years ago which says \$695. The boss will cheerfully let it go for \$300 which is less than it cost.

"How much do you want for this set?" Fred asks. Before my numbed mind can zero in at a figure, he says, "I won't give you a penny over \$625 for it." I play hard to get for a few minutes before I finally succumb and agree to let it go for \$625 after Fred and female press me fiercely.

Sometimes, however, a salesman must use a little guidance to insure that a waif is adopted. One year, a manufacturer comes out with a push-button clock radio at a very high cost. It turns out to be a lemon because the push buttons, which are on top, continually jam and so the maker discontinues the set. We are left with one model on our shelf.

A few years go by. By this time, the manufacturer has cleared up the bugs and comes out with a push-button set with the buttons on the bottom which we do not bother to carry.

One day, a youth enters, takes out a brochure, and points to the picture of the new push-button radio.

"Do you have this?" he says. "I have looked all over town and nobody has it." I don't either, but something whirrs upstairs.

"I have a push-button radio in the same make," I declaim. "It has the buttons on the top which is very convenient."

"Gee!" he exclaims. "It looks nicer than the one in this picture. I'll think it over and let you know."

"This is the last one I have," I advise.

"Maybe I'd better take it now," he decides. And two minutes later, he saunters out with that one and only orphan tucked under his arm at list price.

ABOUT THE AUTHOR—For reasons which will become obvious as you read this column, the author does not wish to be identified. He is, however, exactly what he claims to be—a hard-working retail salesman who has problems (and solutions) which he shares here with you.

ELECTRICAL MERCHANDISING WEEK

ON TOP...AGAIN FOR '62



1955 FILTER-FLO® WASHING SYSTEM

General Electric revolutionized the industry with a recirculating washing system that cleans and re-cleans the wash water—leaves no lint-fuzz on clothes.



1958 THE 5-CYCLE WASHER

General Electric introduced the washer that *automatically* selects correct washing action for different fabrics.



1961 THE 12-LB. WASHER

General Electric first again . . . with the washer that gets bigger-than-ever 12-pound loads truly clean.



1962 ON TOP AGAIN!

[[See next 3 pages]]

Progress Is Our Most Important Product

GENERAL  ELECTRIC

GENERAL ELECTRIC ON TOP



Model WA-1050W

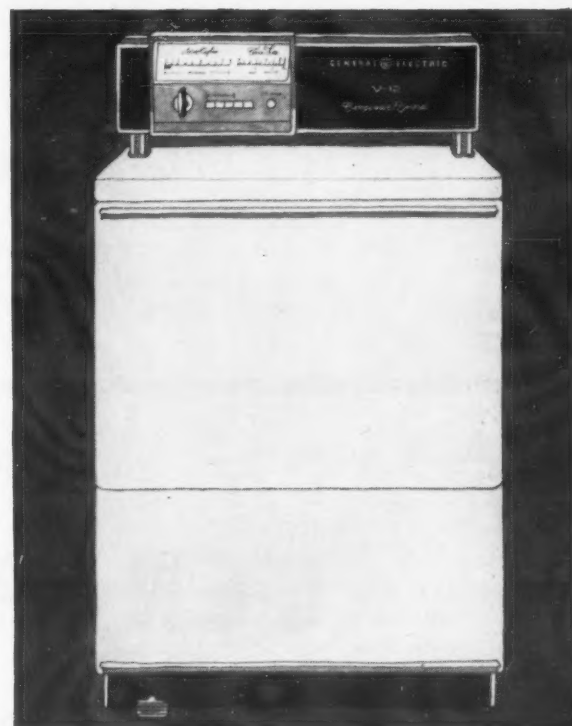
On top...with the dryer that double-checks itself

Exclusive Compensated Control monitors temperature in the clothes AND in the air—*double-checks* for just-right dryness.

Dries and DAMP-DRIES automatically. New GE Damp-Dry control permits clothes to be automatically DAMP-DRIED—ready for ironing—without automatic or hand sprinkling.

Three automatic cycles—delicate, regular, heavy—plus de-wrinkle cycle for wash-and-wear.

New Economy-Dry. Switches from High-Speed to Economy-Dry at a touch. Uses less electricity, saves money.



Model DA-1020W

ELECTRICAL MERCHANDISING WEEK

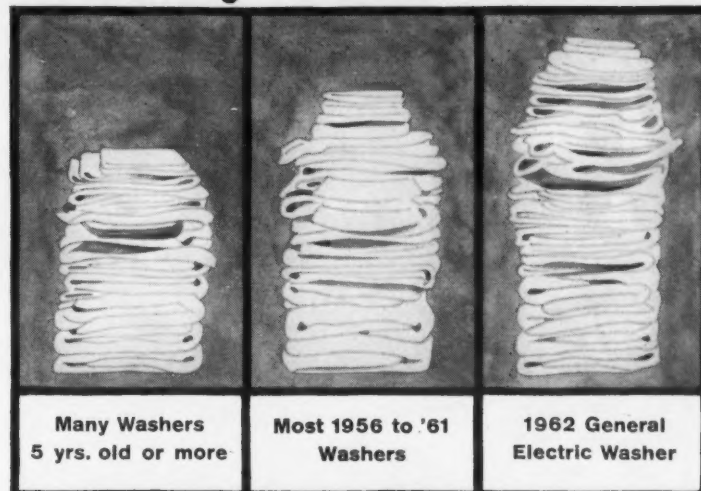
AGAIN! NOW 2 WASHERS IN 1

1 Big washbasket gets 12-lb. loads truly clean

Again for '62, General Electric is on top with the big 12-pound load—and with the washing system that gets these giant loads truly clean.

The 12-pound story is the biggest, hottest sales story in the industry—a General Electric story all the way, in every Filter-Flo model right across the line. And General Electric adds something new to the top of the line for '62!

20% more capacity than previous washers, saves 1 out of every 5 wash loads.



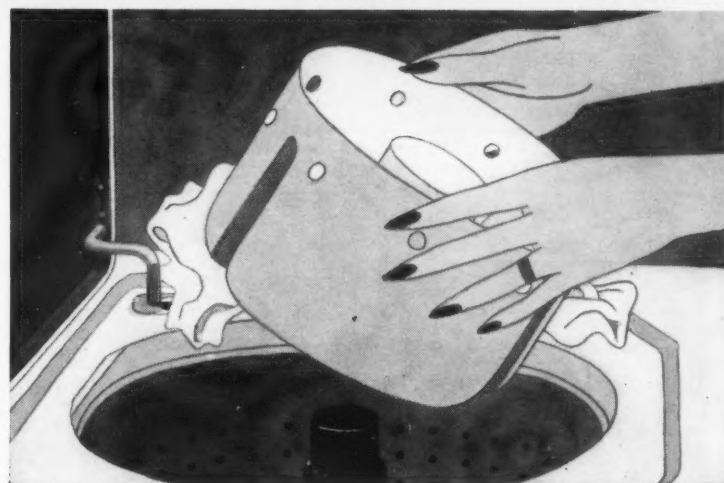
2 Mini-Wash* system saves gallons on “washbowl” loads

The Mini-Basket (shown at right) is an *extra* washbasket for those small loads—little “washbowl” loads.

Fits on top of the Activator® post. Washes automatically on any fabric cycle—cotton gloves or delicate slips, stockings or heavy wool socks.

Uses ¼ the water of the smallest load in the big washbasket. Lifts off and stores away while the regular wash is done in the big basket.

Famous Filter-Flo washing system for every load—for the Mini-Basket and all three water levels in the big basket. You have 2 *Filter-Flo washers* in 1.



*General Electric Trademark

FULL-LINE FEATURES... and a better-than-ever value step-up.

Filter-Flo washing system for every washer, and every load. Keeps lint fuzz off clothes.

Worry-free drain pump has separate sections for recirculation and drainage. Gets rid of pins, coins, etc. without clogging.

Thorough activation. Spiral Activator is driven by heavy-duty ½-hp motor. Shorter, faster stroke gives up to 43% more wash flexings than pre-12-lb. models. All this means cleaner clothes.

Minimum vibration. Cable suspension system uses no springs. Basket does not sag even when full. The only fixed elements are

the tub and frame. Operation is quiet and machine *stays put* even at high-speed, unbalanced load.

Preset water levels. Load selector offers choice of three water levels (four levels with Mini-Basket). Works automatically during both wash and rinse cycles.

Flat-to-wall fit. Washers and matching dryers are counter height and counter depth. Backs are recessed to accommodate plumbing and wiring connections. Built-in fit for washer and dryer saves as much as two square feet of floor space.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

General Electric on top again for proven dependability

Sales-Tested. The 12-lb. washer is the hot item of the industry. One big reason: satisfied customers all across the country. Dealer after dealer reports a dramatic cut in service calls. And many coin-op operators—whose business *depends* on dependability—give the highest rating to the General Electric 12-lb. washer.



Lab-Tested. Before the 12-lb. washer ever went on sale, more than 1,000 of them successfully passed General Electric laboratory tests which equalled up to 25 years of normal home use.



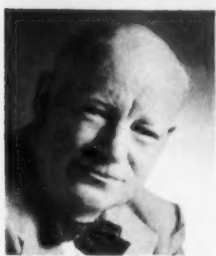
Home-Tested. Further premarket proof that the General Electric washer is dependable—was obtained in hundreds of homes. Here the 12-lb. washer proved again and again that it provides what customers and dealers want: trouble-free operation.



Line-Tested. Once in production, machines are chosen at random each day from the assembly line. They are put through rugged tests (such as the vibration test shown here) to make sure that top-performance quality is maintained.

Progress Is Our Most Important Product

GENERAL  **ELECTRIC**



FTC vs. Regina

By LAURENCE WRAY, *Editor*

Regina Corp., manufacturer of cleaners and floor polishers, is hardly one of the giants of the appliance industry. Yet it has been singled out by the Federal Trade Commission as a test case to "show cause" why its use of suggested list prices to the trade were not only fictitious and misleading to consumers, but unfair to its own competition.

The decision, due in a couple of months, should set historic precedents in the whole controversial, nervous, but basic area of pricing. Areas which have been more responsible for the current retailing revolution than any other single source.

Nub of the FTC's complaint is that, if a manufacturer furnishes the trade with suggested list prices that are in excess of the "usual and customary" or "going" price in the marketplace, he is indulging in a deceptive selling practice under Section 5 of the FTC Act.

Hitherto, the FTC had levelled the same charge against retailers using manufacturer's suggested lists as a basis of comparison for their own "was-is" price scales. The only difference is that, as of now, the commission's assault has been brought to bear directly on the supplier of the goods.

And, if the commission prevails, there is likely to be the damndest upheaval in prices this business has ever seen.

It is true that some major appliance manufacturers have long since abandoned suggested list prices and have relied instead on permitting their distributors or factory distributing branches to set prices in accordance with "market conditions," but at least there has been some tacit understanding between them of the intrinsic value of the product. The factory certainly knows what it cost to produce the product in terms of labor and materials, research and development, and other factors including even a profit. The distributor and, in turn the dealer, knows what the product costs him and knows what markup he requires to cover his sales cost—and his small profit.

But the consumer has no such yardsticks to guide him. He has only had manufacturers' suggested list prices. And yet he is canny enough to know that those prices are subject to considerable variation depending on which type of retailer is doing the selling.

However, without at least the suggested list price, he would be floundering helplessly. With them, he is able to shop around, to decide whether one retailer's reputation is better than another, or whether the type of service he may expect to receive will be superior.

To infer that he has a knowledge or understanding of "usual and customary" retail prices of appliances is absurd. He may have a vague idea of the price of a refrigerator or TV set,

but until he is in the market for one and his buying antennas become alerted to suggested list prices, he will continue to be vague about product prices.

At the FTC hearing, for instance, Neil Borden, professor of marketing at Harvard, said:

"At the present time I should say it would be almost impossible to arrive at a usual and customary retail price within a market area. You find competition at retail taking so many varied paths. You find that the functions performed by various retailers and the services they give will vary. You will find companies using products as price leaders . . . when a product is not subject to price maintenance . . . at any time and from day to day a whole series of prices . . . if you were to shop."

Later, Professor Borden commented on the crux of the case:

"Price is a very important element in connection with any product. A manufacturer, when he is trying to sell his product, often needs to give the consumer some evidence with regard to the value . . ."

What it all amounts to is that the FTC, in its knight-in-armor desire to protect the poor, innocent buying public, seems to believe that there is some kind of plot on the part of manufacturers, distributors and dealers to bilk the customer through rigged prices and deceptive advertising.

Lannon Mead, president of Regina, pointed out that a manufacturer might arrive at a retail selling price by merely figuring production costs, adding something for profit and following the customary patterns of discount margins for the distributing trades. In effect, however, he first has to determine the prices at which competitive products are moving, make a product which will be competitive after allowing some profit to the people who move his goods, and hope that quality and good promotion will pay off.

Mort Farr, NARDA board chairman and long-time dealer, told the hearing that if suggested lists were thrown out he wouldn't know how to price—except by calling his competitors, in which case he could be cited on charges of collusion by another government agency.

There is a real witch-hunt on here and there isn't rhyme and reason behind it. If the government thinks that the makers and sellers of standard, long-accepted goods such as appliances are a bunch of wolves, and that the people who buy them are a bunch of sheep, they ought to have their heads examined.

The competitive situation at both the manufacturing and retailing ends of the appliance business is already so acute, the profits already so sparse, and the risks so great, that any suggestion that the industry is out to gyp the public should be thrown out of court.

Jack Paar is selling DOMINION Hair Dryers...

Are you?

The Jack Paar Show • NBC-TV



Model 1805



Before you buy... be sure to see... Dominion's Seal of Quality
DOMINION ELECTRIC CORPORATION • MANSFIELD, OHIO



Model 707 \$29.88*
In presentation case—complete with battery and personal listening attachment

NEW 707

Emerson FULL POWER 8-TRANSISTOR VEST POCKET RADIO



Real sales power for your store. No bigger than a pack of cigarettes, yet sounds 10 times its size! • Long playing life on single battery • Performs where others fail • Jewel-furnished unbreakable case • Available in deluxe Gift Ensembles—choice of jewel box case or gift box containing leather carrying case with stand. Power-plus in any pocket . . . extra sales in your pocket. Write, wire, or phone your Emerson distributor today!

*Suggested list. Slightly higher in some areas.



Emerson

680 FIFTH AVENUE, NEW YORK 19, N. Y.

the box score

*of magazine sales through retailers**



PROFIT RANK	PUBLICATION	FREQUENCY	CURRENT COVER PRICE	AVERAGE MONTHLY PROFIT TO DEALERS
1	TV GUIDE	W	.15	\$710,249.33
2	SATURDAY EVENING POST	W	.20	180,035.66
3	EVERYWOMAN'S FAMILY CIRCLE	M	.10	144,886.63
4	LIFE	W	.20	140,232.73
5	READER'S DIGEST	M	.35	132,725.88
6	WOMAN'S DAY	M	.10	129,359.85
7	LADIES' HOME JOURNAL	M	.35	123,637.43
8	McCALL'S	M	.35	117,961.13
9	PLAYBOY	M	.60	116,347.92
10	REDBOOK MAGAZINE	M	.35	80,263.26
11	LOOK	B-W	.25	71,200.45
12	TIME	W	.25	70,435.71
13	GOOD HOUSEKEEPING	M	.50	68,266.38
14	SEVENTEEN	M	.50	63,254.10
15	TRUE	M	.35	61,822.45

*Figures based on publishers' statements to Audit Bureau of Circulation, first six months of 1961.

With the largest total circulation of all weeklies, TV GUIDE also tops the league in voluntary, full-price single-copy sales, prime index of editorial vigor. And its young marrieds (18-34) primary audience heads the standings too.[†] TV GUIDE is one of the few major magazines which have moved up in both circulation and advertising every year since they started. The TV GUIDE boom has a solid base. Batter up! *Best-Selling Weekly Magazine in America*

†Starch 1961 Consumer Magazine Report.



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EM WEEK /READERS SAID...

EM WEEK welcomes expressions of opinion from its readers for publication, subject, of course, to final editing and approval by editors.

Editor, EM WEEK:

Your story "FM Stereo's First Big Success" (about KPEN, a San Francisco station) which appears on p73 of EM WEEK for Sept. 25 is in itself a "First Success"... a terrific article. I am especially appreciative of the manner in which you marshalled and set forth the basic facts which brought KPEN's success about.

The four copies you sent me melted

away in no time at all and that is the reason we are compelled to ask for a copy or two in addition.

In this connection it will interest you to know that I had to give my last copy to Elliott Sanger of WQXR (a New York City FM station) at his insistence.

L. M. Sandwick,
Vice President-Sales
Pilot Radio Corp.
Long Island City 1, N.Y.

We wonder if any more of our readers took the initiative to pass this story along to the management of their local FM stations. You have a real opportunity to use this story to convince station managers that they will profit from devoting more air time to FM stereo broadcasts. And, of course, more stereo broadcasts will mean more set sales.

DISTRIBUTOR NEWS

WESSIX ELECTRIC HEATER CO.—As manufacturer's representatives: Ernest C. Winfree, Jr. of Birmingham, Ala., for Alabama and northern Florida; Charles V. Dunn Assoc. of Kansas City, Mo., for that area; C. C. "Chuck" Koerner of St. Louis, Mo., eastern Missouri, southern Illinois.

WASTE KING CORP.—Cloud Brothers, Inc., 110 E. Western, South Bend, Ind., for the Midwest.

SPEED QUEEN—Kaemper and Barrett, Inc., of San Francisco, Calif., for northern and central California.

Delmonico

multiplex
ready—am/fm
self-contained
stereo consoles
FROM

99.95
LIST

with exclusive Delmonico
remote stereo balance control



Your customer experiences true stereo by adjusting remote control from left to right.

One demonstration on your floor and customer is sold.

MODEL ILLUSTRATED DELMONICO MODEL #2020

multiplex ready AM/FM radio. 11 Tubes plus rectifier. 4-Speed Automatic Changer equipped with jack for remote balance control. Record storage space. 6 Speakers: 2—4", 2—5", 2—6½". Mahogany or Walnut. Size: 38½" W, 27½" H, 15" D.

Also see Delmonico's complete and exclusive line of magnificent AM/FM table radios, portable TV, Transistorized TV, Transistor radios and Stereo tape recorders.



DELMONICO
MODEL 8PV-47
8" Portable
TV



DELMONICO
MODEL PTY19
19" Portable
TV



DELMONICO
MODEL 1025
4 Speaker
AM/FM Multiplex
Ready-Self Contained
Stereo Console.



DELMONICO
MODEL 2050
6 Speaker
AM/FM Multiplex
Ready-Self Contained
Stereo Console.



DELMONICO
MODEL CTV 235
3 Way 23" Television
6 Speaker
AM/FM Multiplex
Ready-Self Contained
Stereo-Phono Combination.



DELMONICO
MODEL 4TR-20
AM/FM Multiplex Radio
4 Track Stereo Tape Recorder
Self contained
Stereo Phono

Made by THE VICTOR COMPANY OF JAPAN, LTD. Exclusively for

Delmonico International

YOUR PROFIT LINE FOR '62

DIVISION OF THOMPSON STARRETT CO., INC.
120-20 Roosevelt Avenue, Corona, L. I. • TWining 9-5959

West Coast Branch: 5015 Hampton Street, Vernon, Los Angeles, California—LUDlow 3-3301

now for '62 comes the

EXTRA BIG TUB

for the
BIG
FAMILY

20 to 30% bigger
than most other washers

*Stainless
Steel
of course!*



MODEL A38







Write, wire, or phone
SPEED QUEEN, A Division of McGraw-Edison Company,
Ripon, Wisconsin

SPEED QUEEN®

famed for dependability

Now — as the new 1962 Model A38 Automatic rolls off production lines — Speed Queen dealers become *headquarters* for a big-tub washer. And we mean **BIG!** Compare dimensions with the tub you are now selling, and you'll get a factual, accurate confirmation of Speed Queen's new, big-load superiority. *Plus* the superiority of stainless steel. What sales power! What consumer appeal! But that's not all:

-  **New** 8 cycle, push-button selection for 8 fabric classifications — together with master control for complete flexibility to skip or repeat segments. Operator always knows what machine is doing.
-  **New** Filter system with lint-catcher screen — along with efficient sediment removal.
-  **New** Bleach dispenser for convenience and fabric protection. 100% trouble-proof.
-  **New** Fluorescent panel light with switch to light as desired.

NEW SALES AIDS FOR BIGGER PROFITS

Are you familiar with this wealth of practical sales material written especially for you by experts? If you are interested in improving *your* profit picture, use these aids which have been already *tried, tested and proven* by numerous Appliance-Radio-TV-Housewares dealers.

PRODUCT SOURCE INFORMATION

New easy-to-use, easy-to-find product source information. Be sure you have this valuable information at your fingertips...no need to search through an endless variety of catalogs.

This up-to-date MANUFACTURERS DIRECTORY and GUIDE TO SUCCESSFUL RETAIL OPERATIONS is divided into six separate sections for your convenience.

NOTE: PRODUCTS, AND MANUFACTURERS UNDER EACH PRODUCT, ARE ALPHABETICALLY ARRANGED. PRODUCTS ARE CODED BY NUMBER—YOU CAN IDENTIFY SPECIFIC PRODUCT FEATURES AT A GLANCE.

Section 1—MAJOR APPLIANCES, KITCHENS, OUTDOOR POWER EQUIPMENT. Includes all major appliances and combination units' such as sink-refrigerators, range-refrigerators, etc. Cabinets, materials and accessory manufacturers, kitchen planning kits or materials; also, chain saws (other portable power saws and tools listed under Section 3); detachable powered handles, for both outdoor and indoor use, are listed in this section.

Section 2—HOME ELECTRONICS. Includes organs, phonographs (Hi-Fi, stereo, monaural), radios, tape recorders, television sets. Products divided into basic types to provide most complete information possible. Components and accessories manufacturers also listed.

Section 3—ELECTRIC HOUSEWARES, FLOOR CARE EQUIPMENT, POWER TOOLS. Products are divided into basic types; also lists humidifiers (dehumidifiers and evaporative coolers are in Section 1—under Major Appliances). All Floor Care products are listed; types separately. Portable power tools only included in this section—non-powered hand tools and stationary tools not included.

Section 4—LAWN and GARDEN EQUIPMENT, NON-ELECTRIC HOUSEWARES. Includes *non-powered* lawn care equipment and outdoor furniture. Also, all non-electric housewares and barbecue grills including those with electric spits and/or blowers and built-in grills.

Section 5—TRADE NAME DIRECTORY, AND MANUFACTURERS INDEX. Lists most of the trade names you either sell or come in contact with. Includes more than 2,000 certified correct addresses for manufacturers of Appliances-Radio-TV-Housewares.

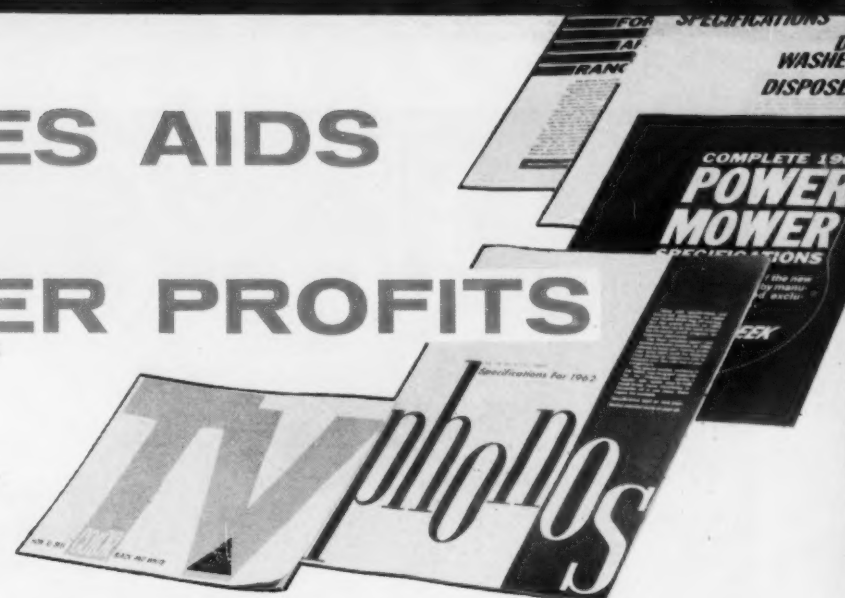
Section 6—RETAIL OPERATIONS—A GUIDE TO SUCCESSFUL SELLING. Concise, factual, to-the-point practical tips on sales, profits, management, and advertising; plus, many more subjects of vital importance to you.

HOW TO SELL BOOKLETS

Thousands are being used right now by dealers all over the country with spectacular results. Ideal for checking your promotion and selling programs against the newest proven and resultful methods. Jam packed with ideas to move merchandise. Everyone in your sales organization should be thoroughly familiar with these booklets.

These selling ideas are reprinted from various issues of ELECTRICAL MERCHANDISING WEEK and are available for specific products:

- **HOW TO SELL COLOR, BLACK AND WHITE TV**
Most comprehensive brochure of its kind ever published. Make your store THE color TV headquarters. This 24 page booklet shows you how to do it.
- **HOW TO SELL RADIO**
Guaranteed to stimulate your radio sales.



- **HOW TO SELL PORTABLE ELECTRIC HEATERS**
Spark bigger profits by building year-round volume.
- **HOW TO SELL ROOM AIR CONDITIONERS**
Who are your best prospects? How to beat the seasonal factor. The health angle—tips galore.
- **HOW TO SELL THE NEW GAS AND ELECTRIC RANGES**
A guide to the new product and merchandising concepts which will spectacularly revitalize your range volume and profits.
- **HOW TO SELL MORE WASHERS, DRYERS, COMBOS**
Twenty-four pages guaranteed to give you fresh selling approaches.

PRODUCT SPECIFICATION SHEETS

A revolutionary publishing first providing you, the dealer, with the complete, factual product information you need to both *buy* and *sell*. Know all the details on all lines and all models.

Now available for the following products:

- ROOM AIR CONDITIONERS (1961)
- PORTABLE ELECTRIC HEATERS (1961-62)
- RADIOS (1962)
- TELEVISION (1962)
- REFRIGERATORS, FREEZERS, COMBACTS (1961)
- DISH WASHERS, DISPOSERS (1961)
- GAS AND ELECTRIC RANGES (1961)
- REFRIGERATOR FREEZER COMBINATIONS (1961)
- PHONOS
- AUTOMATIC HOME LAUNDRY

Fill out this coupon and mail to: Reprint Editor
EM WEEK
330 W. 42nd St., N. Y. 36, N. Y.

I enclose \$_____ and understand that I will be billed for shipping charges on bulk orders.

Please indicate quantity	Price per single copy for following quantities	
	1 to 99	100 to 500
PRODUCT SOURCE INFORMATION		
Sec. 1 Major Appliances, Kitchens, Outdoor Equip...	\$.50	\$.35
Sec. 2 Home Electronics	.50	.35
Sec. 3 Elec. Housewares, Floor Care Equip. Power Tools	.50	.35
Sec. 4 Lawn & Garden Equip., Non-Elec. Housewares	.50	.35
Sec. 5 Trade Name Directory, Manufacturers Index	.50	.35
Sec. 6 Retail Operations	.75	.55
All Sections Combined	2.25	2.00
HOW TO SELL BOOKLETS		
Color, Black & White TV	.75	.55
Radio	.50	.35
Portable Electric Heaters	.50	.35
Room Air Conditioners	.50	.35
Gas & Electric Ranges	.50	.35
Washers, Dryers, Combos	.75	.55
PRODUCT SPECIFICATION SHEETS		
Room Air Conditioners	.50	.35
Portable Elec. Heaters	.35	.25
Radios	.50	.35
Television	1.25	1.00
Refrigerators, Freezers, Compacts	1.00	.75
Dish Washers, Disposers	1.00	.75
Gas & Elec. Ranges	1.75	1.25
Refrigerator-Freezer Combos	.50	.35
Phonos	1.25	1.00
Automatic Home Laundry	1.00	.75

Name _____

Title or Duties _____

Company _____

Address _____ Street _____ City _____ Zone _____ State _____

ELECTRICAL MERCHANDISING WEEK

A MCGRAW-HILL PUBLICATION
330 West 42nd Street, New York 36, N. Y.



**“This is the
Steve Allen Show
selling CALGON®
for better
home laundering”**

Hard selling Calgon demonstration commercials on the exciting, all-new Steve Allen Show on ABC-TV are now showing America's housewives how to make water wash and rinse most effectively in their washing machines.

Calgon has long been the homemaker's answer to problems caused by water in laundering. On his new show, Steve will emphasize the importance of rinsing with Calgon water conditioner to remove every last trace of soap, detergent and hangover dirt. He will explain how Calgon helps water rinse clothes brighter, more absorbent . . . *naturally* softer.

Calgon helps create satisfied washer users. It banishes the hangover dirt that grays and

yellowes clothes. It helps every washer get clothes clean. It reduces complaints and costly service calls. (Keeps the machine clean, too.)

Look for Calgon on the Steve Allen Show, Wednesday Nights, ABC-TV.

Thank you. We at the Calgon Company appreciate that you in the washer industry have been recommending our product for use in your machines. We are also proud that the makers of fibers, fabrics and garments also recommend Calgon.

CALGON COMPANY, Pittsburgh 30, Penna.

There are many ways you can use this two-part profit package, exclusive in EM WEEK, to better your washer, dryer and combo business.

You can start right now to check the 16 pages of complete* specifications for the product features on competitive lines you will be selling against.

And in the handy-size, 24-page how-to-sell booklet, you will find a comprehensive advertising, sales and promotion plan which will help you build a retail sales foundation second to none in your market area.

Use both of these special sections on home laundry appliances to prime your sales staff and back up your own desire for an organized, clear-cut and independent program which will bring you more volume and bigger profits each month of the year, all year long.

To order extra copies of these two and previously published EM WEEK basic information reports, fill out coupon on page 19. Specifications start on next page. How-to-sell plan starts on page 29.

*Information shown as supplied by manufacturers. "NI" indicates no information supplied; "X" means yes.

AN EM WEEK EXCLUSIVE:
**Specifications
For
1962**

WASHERS DRYERS AND COMBOS

AN EM WEEK EXCLUSIVE:

Specifications For 1962 Automatic Home Laundry—Washers

TRADE NAME AND MODEL NUMBERS	TYPE LOAD- ING	WASHING PRINCIPLE	CAPACITIES		WASH CYCLES		CONTROL TYPES
			DRY CLOTHES (lbs)	MAX. HOT WATER (gal.)	NO.	TYPE	
BLACKSTONE – Blackstone Mfg. Co., Jamestown, N.Y.							
WAC75*	Top	Agitator	9	25**	3	2-Speed	Infinite
WAC65*	Top	Agitator	9	25	2	2-Speed	Dual Timer
WAC55*	Top	Agitator	9	25	2	1-Speed	Dual
* Blackstone 1961 Models							

OTHER FEATURES							FINISHES			
NO. RINSES	DETERGENT DISPENSER	RINSE CONDITIONER	BLEACH INJECTOR	EXTRACTION (RPM)	INSTRUCTIONS ON LID	SUDS SAVER	TUB	INTERIOR	EXTERIOR	SUGGESTED RETAIL PRICE
4	Manual	No	No	680	Yes	No	Porc.	Plastisol	Acrylic Stainless Steel	\$339.95
4	Manual	No	No	680	Yes	No	Porc.	Plastisol	Acrylic	369.95
4	Manual	No	No	680	Yes	No	Porc.	Plastisol	Acrylic	259.95
									Acrylic Stainless Steel	219.95
										249.95
4	No	Auto.	No	660-440	Yes	Opt.	Porc.	Porc.	Baked Enamel, Porc. Top	369.95
↓	↓	Auto.	↓	↓	No	Opt.	↓	↓	↓	329.95
↓	↓	No	↓	↓	↓	No	↓	↓	↓	228.80
↓	↓	↓	↓	660	↓	↓	↓	↓	↓	228.80
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↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	199.95
3	Auto	No*	Auto	700	Yes	Opt.	Porc. Enamel	Porc. Enamel	Delux Enamel; Porc. Top And Lid	None
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		*Timed Opt.								
1 Spray 1-Activation	Auto	No	No	610	Yes	No	Porc.	Porc.	Porc. Top Acrylic Cab.	N.I.
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AN EM WEEK EXCLUSIVE:

Specifications For 1962 Automatic Home Laundry—Washers

TRADE NAME & MODEL NUMBERS	TYPE LOAD- ING	WASHING PRINCIPLE	CAPACITIES		WASH CYCLES		CONTROL TYPES
			DRY CLOTHES (lbs)	MAX. HOT WATER (gal.)	NO.	TYPE	
KELVINATOR — Kelvinator Div., American Motors Corp., 14250 Plymouth Rd., Detroit, 32, Mich.							
W-300	Top	Eccentric	9	21	2	Normal, Small	2 Temp.; Dual Cycle
W-500	↓	↓	↓	↓	↓	↓	3 Temp.; Dual Cycle; Wash-Wear
W-520	↓	↓	↓	↓	↓	↓	3 Temp.; Dual Cycle, 2-Speeds, Wash-Wear
W-720	↓	↓	↓	↓	↓	↓	5 Temp.; Dual Cycle; Fabric Dial; 2-Speeds; Wash-Wear
LAUNDROMAT — Westinghouse Electric Corp. 246 E. 4th St., Mansfield, Ohio							
LAC-30	Front	Tumble	10	20	5	NI	Dual; Pushbutton; Wash-Wear.
LCC-30	↓	↓	↓	↓	4	↓	Same
LGC-30	↓	↓	↓	↓	4	↓	Fabric Dial; Wash-Wear.
LLC-30	↓	↓	↓	↓	2	↓	Same
L-125	↓	↓	9	18	2	↓	Dual; Fabric Dial; Pushbutton; Wash-Wear.
L-127	↓	↓	9	18	2	↓	Fabric Dial; Wash-Wear.
MARQUETTE — Marquette Corp., 307 E. Hennepin Ave., Minneapolis 14, Minn.							
WN10A	Front	Agitator	10	21.8	3	NI	Pushbutton Programming
WN10D	Front	Agitator	10	22.4	3	NI	Same
WN10B	Front	Agitator	10	19	2	NI	Dual Cycle
MAYTAG — The Maytag Co., Newton, Iowa							
A900	Top	Agitator	NI*	25	8**	NI	Single Control (Pushbutton)
A900S	↓	↓	↓	↓	↓	↓	Same
A700	↓	↓	↓	↓	↓	↓	Flexible (Dial, Buttons)
A700S	↓	↓	↓	↓	7	↓	↓
A500	↓	↓	↓	↓	7	↓	↓
A500S	↓	↓	↓	↓	7	↓	↓
A300	↓	↓	↓	↓	5	↓	↓
A300S	↓	↓	↓	↓	↓	↓	↓
A200	↓	↓	↓	↓	↓	↓	↓
A200S	↓	↓	↓	↓	↓	↓	↓
A100	↓	↓	↓	↓	4	↓	Dial, Switch.
* Do not rate by pounds--Fill loosely to top row of holes in tub. ** Define a cycle as set of laundry conditions which can be pre-set by homemaker before she starts washer, which will be automatically performed by washer in proper sequence without further adjustment of controls, at end of which washer will automatically stop.							
NORGE — Norge Sales Corp., Merchandise Mart Plaza, Chicago 54, Ill.							
221-180	Top	Agitator	Family Size	Manual Control	2	Reg., Gentle	Rotary
221-280	↓	↓	↓	11.2	2	Same	↓
221-380	↓	↓	↓	11.2	2	Same	↓
222-380	↓	↓	↓	12.5	3	Reg.; Gentle; Soak	↓
224-380	↓	↓	↓	25	3	Same	Pushbutton Programming
PHILCO — Philco Corp., "C" & Tioga Sts., Philadelphia 34, Pa.							
W-222	Top	Agitator	12	22.0	4	Hot Wash; Warm Wash; Wash-Wear; Wool-silk	1 Knob Programming & Water Temp; Water-Saver Knob
W-222S	↓	↓	↓	↓	↓	↓	Same, Plus Suds Return Knob
W-224	↓	↓	↓	↓	↓	↓	1 Knob Programming & Water Temp; Speed, Water Saver Knobs
W-224S	↓	↓	↓	↓	↓	↓	Same, Plus Suds Return Knob
W-226	↓	↓	↓	21.9	6	2 Soak, 4 Wash With Opt. Extra Deep Rinse	Timer Knob With Pushbuttons Plus Water Saver Knob
RCA WHIRLPOOL — Whirlpool Corp., Benton Harbor, Mich.							
LJA-03	Top	Agitator Free Flow Drain	9 (2.2 Cu. Ft.)	25	2	Norm.; Gentle	Rotary
LJA-12	↓	↓	Same	25	↓	Norm., Fast; Gentle,	↓
LJA-40	↓	↓	10 (2.4 Cu. Ft.)	27	↓	Norm., Gentle	↓
LJA-42	↓	↓	↓	↓	↓	Norm., Fast; Gentle, Slow	↓
LJA-70	↓	↓	↓	↓	4	Norm., Fast; Gentle, Slow; Wash-Wear, Fast & Slow	↓
LJA-91	↓	↓	↓	↓	5 plus Man.	Fast-Cottons (White & Non-Colorfast); Slow-Delicate Whites; Norm. Soil; Wash-Wear, Fast & Slow; Cold Water, Slow	Auto. Pushbutton
LJA-92	↓	↓	↓	↓	11	Pre-Wash; Rinse, Fast; W. Cotton, Fast; Colorfast, Fast; Shag Rugs, Fast; Non-Colorfast Cotton, Fast; Del. White, Slow; Del. Color, Slow;	Same

NO. RINSES	OTHER FEATURES						FINISHES			
	DETERGENT DISPENSER	RINSE CONDI- TIONER	BLEACH INJECTOR	EXTRACTION (RPM)	INSTRUC- TIONS ON LID	SUDS SAVER	TUB	INTERIOR	EXTERIOR	SUGGESTED RETAIL PRICE
3	No	Accessory Timed	No	550	No	No	Porc. Enam	Porc.	Porc. And Acrylic*	To Be Set By Dist-Dealer
↓	↓	Same	↓	550	↓	No	↓	↓	↓	↓
↓	↓	Same	↓	365-550	↓	No**	↓	↓	↓	↓
↓	↓	Yes Timed	↓	365-550	↓	No**	↓	↓	↓	↓
						**Suds Saver Avail		*All Models Avail. In All-Porcelain		
3	No	Auto. None	Auto. None	500	No Lid	Water Saver	Porc.	Enam.	Porcelux	N.I.
↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓
↓	↓	↓	↓	↓	↓	No	↓	↓	↓	↓
9	No	Timed	Yes	425	Yes	No	Porc.	Porc.	Enamel	None
9	No	Timed	No	425	Yes	No	Porc.	Porc.	Enamel	None
1	No	Timed	No	425	No	No	Porc.	Porc.	Enamel	None
2	Manual	Manual	Yes	618/412	No	No	Porc.	Enamel	Porc. & Enamel	\$409.95
↓	↓	↓	↓	↓	↓	Yes	↓	↓	↓	429.95
↓	↓	↓	↓	↓	↓	No	↓	↓	↓	379.95
↓	↓	↓	↓	↓	↓	Yes	↓	↓	↓	399.95
↓	Opt.	Opt.	No	↓	↓	No	↓	↓	↓	319.95
↓	↓	↓	↓	↓	↓	Yes	↓	↓	↓	339.95
↓	↓	↓	↓	618	↓	No	↓	↓	↓	294.95
↓	↓	↓	↓	↓	↓	Yes	↓	↓	↓	314.95
↓	↓	↓	↓	↓	↓	No	↓	↓	↓	269.95
↓	↓	↓	↓	↓	↓	Yes	↓	↓	↓	289.95
↓	No	No	↓	↓	↓	No	↓	↓	↓	Open
5	No	No	No	615	No	No	Porc.	Epon	Epon Acrylic	Open
↓	No	↓	↓	615	↓	Yes	↓	Epon	Same	Open
↓	No	↓	↓	615-410	↓	↓	↓	Epon	Same	199.95
↓	Auto.	↓	↓	615-410	↓	↓	↓	Zinc-Epon Rustproof	Zinc-Epon Rustproof	299.95
↓	Auto.	Yes	↓	615-410	↓	↓	↓	Same	Same	279.95
1-Deep; 2 Spray	Auto. Single Shot	Auto. Single Shot	No	560	Yes	No	Porc.	Porc.	Porc. Top; Painted Body	NI
↓	↓	↓	↓	560	↓	Yes	↓	↓	↓	↓
↓	↓	↓	↓	560/440	↓	No	↓	↓	↓	↓
↓	↓	↓	↓	560/460	↓	Yes	↓	↓	↓	↓
1-Deep With 1 Spray & Opt. 2nd Deep Rinse	↓	↓	↓	560/460	↓	No	↓	↓	↓	↓
8-Spray 1 Deep	Filter Disp.	No	No	500	No	No	Porc.	Acrylic Enamel	Acrylic Enamel	None
↓	↓	↓	↓	500-300	No	No	↓	Same	Same	↓
↓	↓	↓	↓	500	No	Yes (As Model LJA-45)	↓	Same	Same	↓
↓	↓	↓	↓	500-300	Yes	Yes (As Model LJA-47)	↓	Porc. Acrylic	Porc. Top & Lid Acry- lic Enamel Cab.	↓
↓	↓	↓	↓	↓	↓	Yes (As Model LJA-75)	↓	↓	↓	↓
↓	↓	Timed Delayed	Timed Delayed	↓	↓	Yes (As Model LJA-96)	↓	↓	↓	↓
↓	↓	Same	Same	↓	↓	Yes (As Model LJA-97)	↓	↓	↓	↓

AN EM WEEK EXCLUSIVE:

Specifications For 1962 Automatic Home Laundry—Washers

TRADE NAME & MODEL NUMBERS	TYPE LOAD- ING	WASHING PRINCIPLE	CAPACITIES		WASH CYCLES		CONTROL TYPES
			DRY CLOTHES (lbs)	MAX. HOT WATER (gal.)	NO.	TYPE	
SPEED QUEEN – Speed Queen-A Div. of McGraw Edison Co., Ripon, Wis.							
A38	Top	Agitator	Extra Lg. Loads	28.8 Max. (Varies With Program)	8	NI	Pushbutton Programming
A38W	↓	↓	Same	Same	8	NI	Same
A34			Standard	24 max.	2	Normal, Short	Selector Switches
A34W			↓	Same		Same	Same
A35				19.2 Max.		Normal & Special	Selector Switch
A36				22 Max.		Same	Same
ZENITH – Marquette Corp., 307 E. Hennepin Ave., Minneapolis, 14, Minn.							
WN10A	Front	Agitator	10	21.8	3		Pushbutton Programming
WN10D	Front	Agitator	10	22.4	3		Same
WN10B	Front	Agitator	10	19	2		Dual Cycle

AN EM WEEK EXCLUSIVE:

Specifications For 1962 Automatic Home Laundry—Dryers

TRADE NAME & MODEL NUMBERS	FUELS	DRYING PRINCIPLE	TUB CAPACITY (lbs)	VENTING	DRYING CYCLES		FAN DATA			HEATER DATA			LINT TRAP	
					NO.	TIME (min.)	TYPE	SIZE (in.)	LOCATION	WATTS	BTU	LOCATION	SIZE	LOCATION
BLACKSTONE — Blackstone Corp., Jamestown, N.Y.														
DEC-75*	Elect.	Vacuum	18 (Damp)	3-Way Back & Sides	1	150	Squirrel Cage	8	Base (Right Rear)	5,000		Drum Center Attached To Sealed Bulkhead	280 Sq. In.	Front Center Below Door
DGC-75*	Gas										18,000			
DEC-65*	Elect.									5,000				
DGC-65*	Gas										18,000			
* Blackstone's 1961 Dryers														
EASY — Easy Appliance Div., The Murray Corp. of America, 128 Spencer St., Syracuse 3, N.Y.														
DDK-E*	Elect.	Hi-Air, Low Heat, Vacuum	18 (Wet)	Inside Or Outside	2	Auto. To 141 Min.	Plastic Vane	7-(200 CFM)	Lower Right	5300		Lower Left	9 3/4 x 5 x 1	Inside Door
DMK-ME*					1	To 3 Hrs.								
DMK-ME*					1	Same								
DSK-E*					1	Same								
DPK-E*					2	To 141 Min.								
DDK-G**	Gas				2	Auto. To 141 Min.								
DMK-KG*					1	To 3 Hrs.				Gas	20,000			
DMK-MG*					1	Same								
DSK-G*					1	Same								
DPK-G*					2	To 141 Min.								
* All Models Are Easy 1961 Dryers ** LP or MFG. Gas Dryers Available														
FRIGIDAIRE — Frigidaire Div., General Motors Corp., 300 Taylor St., Dayton 1, Ohio														
DDA-62	Elect.	Flowing Heat	20 (Wet)	2-way	2	130	Centrifugal**	6 Approx	End of Motor; Under Drum; Cabinet Base	4400- 1100	15,000	Back of Drum	10 In. Approx Diam	Door
DD-62					5	70	Same	Same		Same	15,000			
DIA-62							Same	Same		Same	15,000			
DIAF-62				No Vent*			Cent., Cage	6-6 1/4		4100	14,000			
DI-62				2-Way			Centrifugal	6		4400- 1100	15,000			
DCI-62				2-Way	6		Same	Same		Same	15,000			
DCIF-62				No Vent*	6		Cent., Cage	6-6 1/4		4100	14,000			
DDAG-62	Gas			2-Way	2	130	Centrifugal	6		18,000		Above Drum		
DDG-62					5	70								
DIAG-62					5									
DIG-62					5									
DCIG-62					6									

* No Venting And No Plumbing; Filtrator Models.

** "Paddle-Wheel" Design

NO. RINSES	DETERGENT DISPENSER	OTHER FEATURES					FINISHES			
		RINSE CONDI- TIONER	BLEACH INJECTOR	EXTRACTION (RPM)	INSTRUC- TIONS ON LID	SUDS SAVER	TUB	INTERIOR	EXTERIOR	SUGGESTED RETAIL PRICE
1-Deep Recircu- lating System	No	Timed	Yes	625	Yes	No	Stainless Steel	Paint	Porc. Top & Lid Enam. Paint Cabinet	None
Same	↓	Timed	Yes	↓	↓	Yes	Same	↓	↓	↓
1-Deep 2-Over	↓	No	No	↓	↓	No	Porc.	↓	↓	↓
↓	↓	↓	↓	↓	↓	Yes	↓	↓	↓	↓
↓	↓	↓	↓	↓	↓	No	↓	↓	↓	↓
9	No	Timed	Yes	425	Yes	No	Porc.	Porc.	Enamel	None
9	No	Timed	No	425	Yes	No	Porc.	Porc.	Enamel	None
1	No	Timed	No	425	No	No	Porc.	Porc.	Enamel	None

DRUM DATA		CONTROLS		TEMPERATURES (DEGREES)	INTERIOR LIGHT	CABINET DATA		OTHER FEATURES	SUGGESTED RETAIL PRICE
TYPE	FINISH	NO.	TYPE SETTINGS			INSULATION	FINISH		
Semi-Solid**	Baked Epon	2	3-Pos. (Nom; Wash-Wear; Air)	3-140 At Exhaust; 120 At Exhaust; And Air	Yes	No	Baked Enam Acrylic (St. Steel Tops \$20.00 Extra)	For All Models; Compact Size; Front & Rear Drum Bearings.	\$229.95
↓	↓	↓	↓	↓	↓	↓	↓	No Drum Hot Spots;	279.95
								Uniform Air Flow;	189.95
								Non-Radiant Heat;	
								Single Port Jet Type Non-Clog Gas Burner	219.95
** 7 Rows Of Holes At Front									
Perforated Back, Rust Resistant	Baked Enamel	2	Flex. Auto. Fluff	125 - 185; Variable	Yes	Not Required	Baked Enamel Porc. Top	Illuminated Panel	269.95
↓	↓	↓	Norm., Fluff, Fine	135 - 125; Air Only	No	↓	↓		199.95
			Same	Same	↓				199.95
			Same	Same			↓		169.95
			Time-Adjustable Fluff	135			Baked Enamel		149.95
			Flex. Auto., Fluff	125 - 185; Variable			Baked Enamel Porc. Top	Illuminated Panel	299.95
			Norm., Fine, Fluff	135 - 125; Air Only			↓		229.95
			Same	Same			↓		229.95
			Same	Same			↓		199.95
			Time-Adjustable Fluff	135	↓	↓	Baked Enamel		179.95
Solid	Porc. Enam.	1	NI	145	No	None	Dulux Enam.		None
↓	↓	↓	↓	↓	↓	↓	↓	(1)	
	Porc.	2		110-135	No	None	Dulux Enam. Porc. Top	(1), (2)	
	Porc. Enam.	2		110-135	Yes	None	↓	(1), (2)	
	↓	2		142-177	↓	Partial	↓	Same	
		2		110-135		None	↓	(1), (2), (3)	
		7***		110-135	↓	None	Porc. Enam. Porc. Top	Same	
		7***		142-177	↓	Partial	Same	Same	
		1		145	No	↓	Dulux Enam.	NI	
		2		110-135	No		↓	(1)	
		2		↓	Yes		↓	(2), (3)	
		2		↓	Yes		↓	(1), (2), (3)	
		7***		↓	Yes		Porc. Enam. & Top	Same	

***6 Pushbuttons

(1) Automatic Dry Control; (2) Fluorescent Control Panel Light (3) Automatic Sprinkler, Cycle End Signal; And Ozone Lamp.

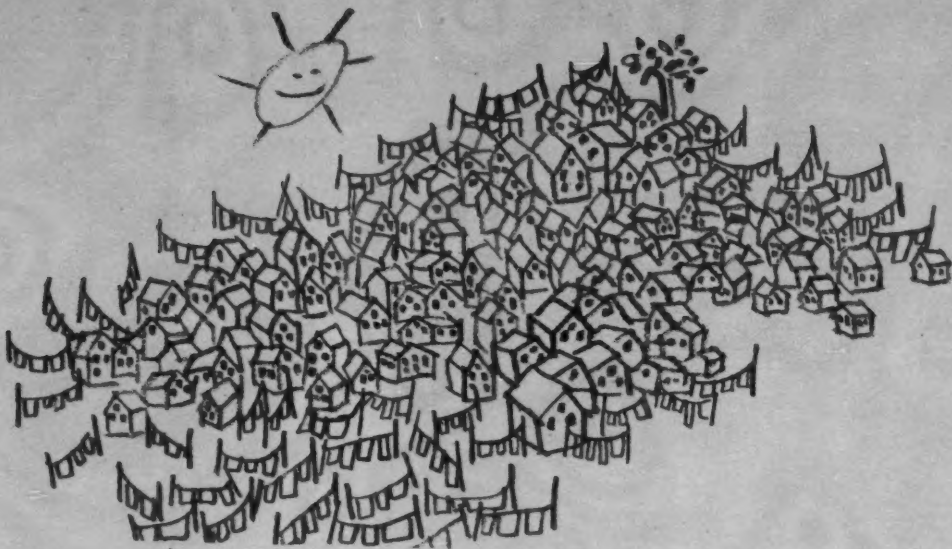
Specifications For 1962 Automatic Home Laundry—Dryers

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HOW TO SELL MORE WASHERS DRYERS AND COMBOS



Take a hard look at your home laundry business. What's in it for you this year, next year and in the years to come? Can you use a comprehensive plan of action to grasp a bigger percentage of the profits in this expanding market? ■ This booklet is designed to help you construct just such a plan. Compiled by EM WEEK's Howard Emerson after thousands of miles of travel and after scores of interviews with dealer, distributor and manufacturer executives, this exclusive report contains nothing but the most up-to-date practical information presented in a ready-to-use-now style and format. ■ Take a few minutes right now to skim these 24 pages. Then later, when you have the time, go over them again in detail. You'll find that they contain all the basic information that you need to know to cash in quickly on the opportunities ahead.



**Consider Your Best Opportunities
To Capture More Business From An
Expanding Home Laundry Market**

Turning points—profitable ones—in the marketing of washers, dryers and combos are just ahead. Not since the introduction of the automatic washer and the cabinet dryer has the time been more appropriate for you to consider the potential of that part of your white goods business which shares with refrigeration the responsibility for paying your rent.

These factors are worth planning on:

- Automatic washers make the important turn into replacement sales in 1963 when more than 50% of retail washer sales will depend on the need to replace older automatics and semi-automatics. And by 1965, replacement will reach nearly 70% of total sales—over 80% by 1970.
- Dryers are scheduled for a fast rebound. The replacement percentage of automatic washers will

encourage the sales of pairs. The increase in new households and a generally better understanding of fabrics will start dryers rolling again.

- Combination washer-dryers, having broken the size and cycle barriers, now have a chance to become a sure-thing appliance in your stable of white goods.
- Favorable economic conditions will create an atmosphere favorable to stepped-up laundry appliance selling. Disposable income will be up 25% by 1965—53% higher in 1970. New family starts will zoom—3,729,000 more households by 1967 and 7,469,000 by 1970—an average of 830,000 washer, dryer or combo prospects each year just among the newlyweds.
- The trends to suburban living and bigger families will work in your favor.

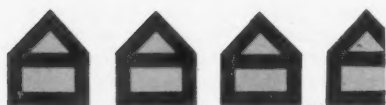
And in addition to these good signs . . .

Consider your present position. Is the home laundry industry today as bad off as some say?

The truth of the matter is that the market at dealer level is better than a two year decline would indicate. The base is strong.

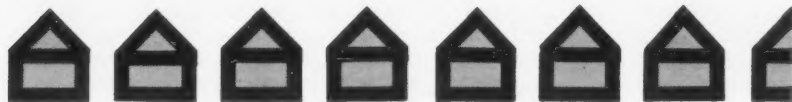
Sales of home laundry appliances (excluding ironing machines) increased from \$836 million in 1951 to a high of \$1.4 billion in 1956. But even in the slump of 1960, sales stayed at the \$1.1 billion level, an increase of \$245 million over the 1951 figure. And for the decade, laundry equipment averaged \$1.14 billion a year at retail. Compare that to the average for refrigerators (\$1.51 billion a year) and you can see that over the past 10 years, laundry has more than held its own.

But even though the future looks rosy and the present situation gives no cause for alarm, you'll have to face certain problems. So



(each symbol equals one million households)

in 1967 there will be 3.7 million more households for you to sell than in 1960



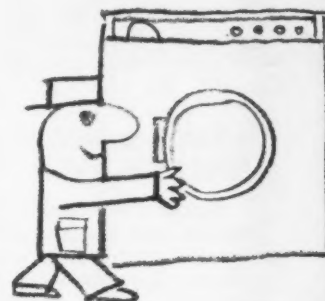
in 1970 there will be nearly 7.5 million more than in 1960 . . .

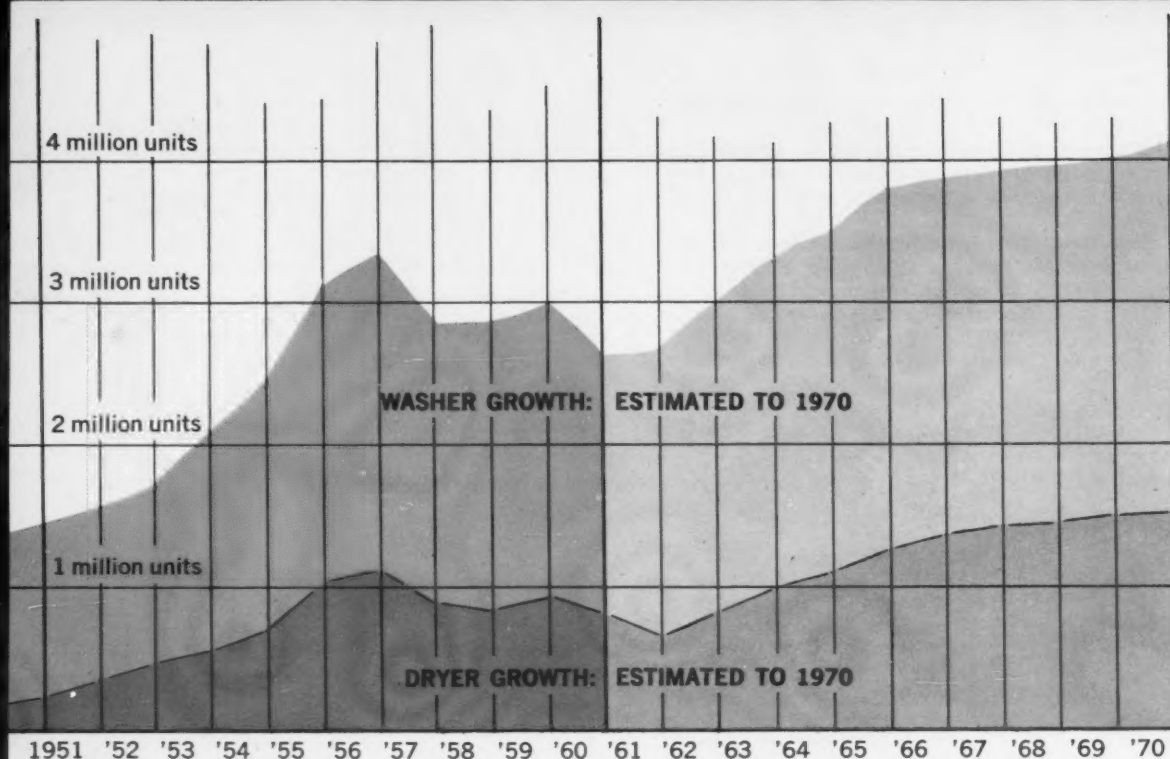


in 1975 there will be over 11.9 million more . . .



and in 1980 there will be over 15.9 million more—56,216,000 in all





HERE'S WHY THE PROBLEMS CAN BE SOLVED

You and several manufacturers expected a 3.2 million unit year for washers by 1960 instead of the 2.6 million that were sold. Forecasters said electric dryers would pass the one million mark by 1960, but they coasted at 814,000 units sold.

Some things went wrong. What they were and how they can be corrected are analyzed here:

"The amount spent for home laundry appliances . . . is remaining fairly constant," the chairman of American Home Laundry Manufacturers Assn. stated this spring. "But, the amount spent for other things—services, travel, vacations, etc.—is rising sharply." In other words, retailers in other fields too often beat you to the punch.

But later he forecast: "We are approaching the point where we will again see an upswing in the percentage of the consumer dollars . . . spent for

home laundry equipment . . . there is a long term cycle in the spending of the consumer dollar . . . we can expect that after the consumer has satisfied his present demands (for luxury goods) he will again turn back to . . . replacement of his home laundry equipment with more up-to-date and better models."

The new fabrics were a problem, also. Confronted by "wash and wear," "drip dry," "hand washable," and "machine washable—with restrictions," women never fully put their faith in the variety of, and often conflicting claims of manufacturers and dealers that their new washing machines could handle these fabulous fabrics.

But while washers suffered, the causes of the confusion were being alleviated. Standardization by the fabric industry, clarification of "machine washables" and the development of more flexible controls for automatic washers have opened the door to those dealers who will learn how to sell

These two charts tell you that the market

the washing process instead of the washing machine. To them, says AHLMA, "during the rest of this decade—to 1970—2½ million automatic washers a year will become 8½ years old or more."

Dryers were disappointing, held back by continued classification by the public as "luxuries" during a period when more and more of the family's luxury money went into purchases dominated by the husband. But now luxury buying is expected to slow, freeing money for durables.

Combos confused everyone. Dealer apathy, service problems, misguided consumers, were to blame.

The most encouraging sign for your future in the sale of combination washer-dryers is the increasing number of customers to whom you will be selling their first home laundry. They will not come to you prejudiced.

Coin-ops were no help. They hurt your dryer sales more than washer sales. (70% of coin-op users have a washer at home—31% have an automatic washer.) Surveys show that the dryer facilities drew most of the business.

Recovery from this deterrent to laundry appliance sales is long range. Constant use of a dryer will make buyers out of women as their family income increases. The need for washers and dryers with more variable controls that permit smaller, selected fabric loads, will produce other prospects.

WHAT TO THINK ABOUT NOW

Now that you've examined the future of the home laundry market, its present position and some of the problems, take a little time to figure out the direction you want to take toward more volume and profits.

Think big! Fully appreciate the importance of laundry appliances to the woman in the home and you will have more confidence in the job you are doing in supplying her with the means of easing and speeding one of the most important jobs that she will have during her career as a wife and mother. With that justified confidence, you can look into

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is moving up... and you'll have to go after more replacement sales to get your fair share

the future and, without hesitation, make plans to sell her more laundry appliances and to ask a fair profit for your services.

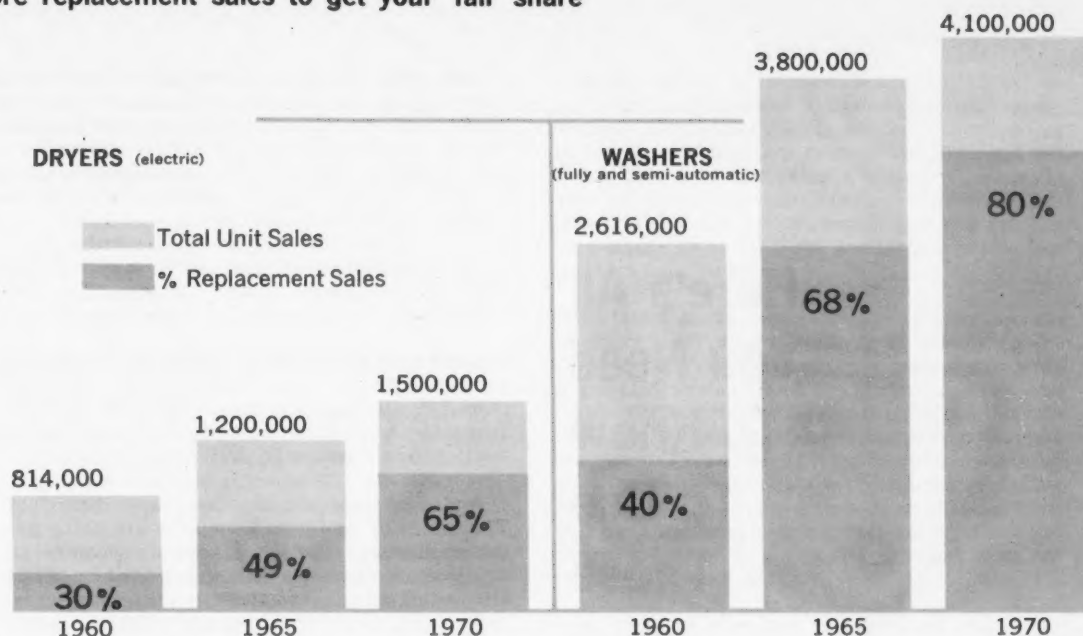
Think broad! Extend your business success by extending your knowledge of home laundering. As far as possible, see it through the woman's eyes.

A home laundry is a means for a woman to see her husband and children put on needed clean clothes each day. It is the clean linen on the table and the beds. It is her chance—if you have educated her through the correct machines—to choose fabrics of her liking without worrying about washing and drying limitations. The home laundry you sell her is the pride she has when women visit her home, look at her curtains, or say "I saw your boy going to school this morning." Only secondarily is it labor saving.

Think function! As a piece of machinery to the woman, the washer is not a price tag, a warranty card, your decal and the manufacturers' trade name—important as all of these are. To the homemaker it is the sorting and loading, the hot, luke and cold water and soap and detergent and suds and agitation and cycles and rinses and spinning and fuses and service. When you think about those stages you'll sell more because you will be speaking her language.

Think up! Think toward higher-end, to pairs and combos. Think up to those because it is a service to most women and you are better rewarded for your efforts. Think of more replacement sales; feel the need to help women upgrade their laundry room and improve their washing and drying techniques—it is a service to them and you will profit honestly from your efforts. Think pairs and combos—convince yourself and you will convince your prospects that the full laundry operation should be mechanized in every home.

Think ahead! It is well to consider where you are not getting your share of either or both volume and profit from your present prospects—but don't stop there. Go on to the presently untouched markets—and to the markets that will develop. Plan



for speeding up replacement sales of automatic washers—program your efforts toward the new households that will be developing. Plan toward area coverage as your market changes economically and geographically. Think about these now, before you move forward, and they will be easier to handle as you meet them.

Think "how" you are going to apply the results of all this thinking toward developing more sales of washers, dryers and combos. Program your future now.

Look at your facilities: Will they lend themselves to your new thinking about the opportunities to increase sales of home laundry appliances? How about your selling techniques? Are your salesmen as up-dated as you are about the changes in the washer-dryer market? How about your promotion program?

Take a look at all of these one at a time, putting into each a constructive appraisal of your readi-

ness for a program that will increase your washer, dryer and combo volume and profits in the years ahead.

The contents of the following pages will help you plan such a program.

On the next two pages you will find valuable information concerning your silent salesmen—your store signs and displays.

The section after that will deal with how you can build a better advertising program.

The following section illustrates a model laundry selling center and discusses the most effective approaches to in-store salesmanship.

Further on in the booklet you will discover another exclusive EM WEEK year 'round promotion calendar—this one on laundry appliances.

And to go along with that are 52 good promotion ideas—one for each week of the year.

And at the end of this booklet is a glossary of laundering and laundry appliance terminology.

Here's All You Need To Know To Use Those Silent Salesmen To Your Best Advantage

Your silent salesman—indoor and outdoor signs plus window displays—are often the first contact the public has with your operation. Do they make a good first impression? Do your signs and displays greet a potential new customer in the same friendly manner as you would use if you had the chance to greet her in person.

It's true that you will have to beat the advertising and promotion drums harder to get a bigger share of the home laundry business. But don't overlook the importance of identification.

Improve your identity. Don't let all your potential prospects figure from "appliances," "appliance store," "appliances and tv" or "electric company" that you are the best place in the area to seek a washer, dryer or combo. Tell them!

And don't overlook this very important fact: Thousands of people in your area are being presold each week by the manufacturers of your laundry lines through television and national magazine advertising. But these manufacturers can presell the prospects only to the point where they say "go down to your X-Brand dealer today."

How many listeners say "who's that?" How many prospects fail to find quickly that you are the dealer with the desirable laundry equipment? There is really no reason why any presold prospect should fail to find you. Here's how to prevent that danger:

IMPROVE YOUR OUTDOOR SIGNS

Billboards are practical for dealers in most areas outside metropolitan centers. Their value is enhanced by the migration of many of your best prospects to suburbia. They must come into town to shop, so use the billboard to tell them where you are and what products you carry. Good co-op is available for this identification.

Road signs—3 by 5 or 4 by 6 feet, even smaller—placed along every entrance to your community are investments many dealers find increasing in value as more and more of their prospects are created by the preselling of national advertising

media. To your prospects from suburbia, or to your in-town prospects as they return from a drive in the country say simply: "(brand) washers and dryers—your name and street". Add "next to or across from" if you are near the City Hall or a similarly well-known building.

Store signs, tying you, your brand and its laundry appliances together have advantages which override your desires to have your building neat and clean. Preferably you should scrap various odd shapes and sizes of signs that have accumulated and procure a new one that features your name, then the brand and the names of each appliance—washers, dryers, etc. Not only will a new sign like that get your message across quicker but it will confirm the impression that you are an up-to-date, progressive dealer.

Within limits of city ordinances, get your sign out where it can be seen from all directions, and from a point as far distant as possible. Check out the location yourself.

Supplementary signs can be of added value to your main identification. If your building has an exposed sidewall or two, turn them into an effective billboard presentation of your washers and dryers with a short sales message and an arrow pointing toward your entrance.

Use your vehicles—delivery and service trucks—to identify you and your washer lines. They are seen everywhere, everyday, by the people you want to sell.

And follow through inside your store. Keep up the pace until the prospect is at the laundry appliance which you want to sell to her. Every manufacturer offers you a sufficient choice of permanent department signs, pennants, toppers, banners, streamers, neon, etc., to let you choose ones that will fit in with the decor of your store. Select them to lead prospects through the store, pick others that indicate—"right here, this is what you are looking for." They have an added value in attracting to your laundry appliances those prospects who came into your store for other reasons.

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IMPROVE YOUR WINDOWS

Make your windows talk. If your store is exposed to much traffic, use your windows to stop passers-by, to get across a quick selling message for your washers, dryers and combos. But put some thought into those windows:

Skip the leaders. Display low priced merchandise only when it is a special buy that brings you full profit. Show the best middle or top-of-line models. You can, however, have a card stating something like "automatic washers from \$169" to bring in the price minded or the limited-budget prospect.

Tell a story with the washer or dryer in your window that will interest the woman viewer. Use an automatic washer with a display of all types of fabrics it will handle. Label the fabrics. Run ribbons from various fabrics to the special controls on the back splash. Use a card that says she can wash any of these fabrics in this new machine without worry. Invite her in for a demonstration. Use a similar display for your automatic dryers. Let a fan blow on towels to show how fluffy they are when they come out of the dryer. Use a cardboard sun or a yellow spotlight to emphasize that clothes come out sun-sterilized.

Display in pairs—an automatic washer and a matching dryer—but give each an individual sales story. Make your play for a big sale by featuring a special offer such as "double trade on your old washing machine" toward the pair.

Combos will need special attention in your windows as you start making a pitch for this new market. Use displays aimed at young couples. Use dummies—a baby on the floor, a mother with a stack of dried diapers—"the one-step solution to your laundry problems," "back on baby in 90 minutes," or "same space as a washer—but it dries, too."

Separate your window displays. Keep washers, dryers and combos away from your refrigerators and ranges. Even a movable partition is valuable. Don't let the washer-minded woman suddenly be-

come fickle with "maybe I need a new refrigerator (or range) instead of a washer"—she may start putting off the purchase of all three.

Change your windows, please. There is nothing so indicative of a sloppy, unreliable dealer than either dirty or out-dated windows. Being "too busy" is no excuse. The dealer too busy for house-keeping soon will not be busy enough to keep a house.

IMPROVE INDOOR DISPLAYS

Use floor displays carefully. Outside your laundry appliance selling center, displays of washers, dryers and combos are not as important as similar displays of ranges, for example. But you still need laundry appliance displays in strategic areas.

Most effective are island displays near the main entrance and main aisles. Keep them low in height. Another place to put them is near major displays of other appliances—refrigerators, freezers, and wall oven ranges. Pick laundry items carefully for these islands. Use pairs. Don't show the same model featured in your window, if you can help it. If the prospect asks how much is that washer in the window, take her back to your major display where you can immediately start your routine.

Get motion into your displays. Nothing in the laundry industry's history ever equaled the plastic-tubbed wringer washer with its swirling poker chips as an attention-getter. Try for similar action. Plastic doors and an interior light are available for most automatics.

Use contrast for attention. An old wooden or copper tub washer beside your latest model is a talking piece so often used that it must be successful as a means of enabling you to ask the woman "and how long have you had your washer?"

DISPLAY MORE

Display anywhere you can find exposure for your

washers, dryers or combos. You are entering an increasing replacement market. Automatic washers and companion dryers are on the minds of many women—they are curious but have not yet got to the point of looking at a dealer's store. If you hit them first, you'll leave a favorable impression and the law of percentages will get you your share of sales. Here are several places you can spot laundry items:

Department stores regularly promote fabrics—particularly machine-washable. It is usually to the department store's advantage to have one or more automatic washers and dryers in windows and on the floor to emphasize the qualities of the fabrics they are selling. Many of the women who buy the machine-washable fabrics won't have washing machines which will handle the fabrics according to the directions sales girls will emphasize. They will have to resort to hand washing or, you hope, consider replacing their old equipment with one of your new machines.

Your utility is interested in your sales of laundry appliances and it just loves the extra load from dryers. Most offer local dealers a chance to display their products on the utility's floor near the bill-paying counter. When you make use of this excellent opportunity to expose your laundry appliances, be sure to brief the utility's home economist, or the girl who handles the display area, on the features of your brand of washer or dryer. And then be sure to have a means of getting prospects to your store—a drawing or a premium offer, if the utility permits, is worth the effort.

Go to the fair and to home shows with your laundry lines. You may have the laundry prospects all to yourself, if you put on a live display. Most dealers concentrate on ranges and freezers for their demonstrations at the fairs and home shows. Be different. Show a variety of family clothes of different fabrics. Put on a laundry clinic, using your wife, the distributor's home economist or the help of the utility's home service girls. Keep your displays manned at all times. Qualify your prospects and offer a premium for a visit to your store.

Take A New Look At Your Advertising: Use This Check List To Get More For Your Money

Your plans for the future of your laundry business should include adequate advertising funds budgeted for every appropriate sales effort.

The need is for planning the use of your funds more often than it is for increasing them. Dealer after dealer accepts a distributor's suggestion for a stock advertisement, or tells the newspaper "re-run that thing from last month," just because he feels that he has to advertise and he had made no other plans. It doesn't make much sense to fight for an extra 2-3% when you place an order for washers and dryers and then throw it away on unplanned advertising. Instead, try this:

ANALYZE YOUR PAST PERFORMANCE

Take a look at the advertising you used in recent years. Ask yourself these questions: Did you use the most effective media for your type of store and your market area? Did you balance expenditure of advertising monies between straight advertising and that which is designed as a support for a promotion? Did you budget your funds so you had the right amount of advertising money available when it came time for the promotions you had scheduled?

If your answers satisfy you, fine! If they don't, you had better study here a bit or you will be continuing a practice that can hold back your other efforts to build more volume and profit from laundry appliances in the years to come.

PLAN AHEAD

After correcting any obvious faults in your past performance, decide on your objective, budget your money, and set a schedule. You'll want to remember this:

Your advertising budget must relate to either your present or future (desired) volume. The allocation that maintains your present volume won't be enough to expand your business. You are going to have to invest in more advertising now if you want more laundry volume later.

Start with your advertising budget for your store as a whole. NARDA dealers report that 2.8%

of their gross sales volume goes into advertising.

Next, take the proportion that is used for laundry appliances. Normally this would be 1% of your advertising budget for each 1% of your gross volume that comes from the sales of washers, dryers and combos. So if laundry appliances represent 30% of your volume, your normal advertising allowance for them should be 30% of your advertising budget. If you want to step up your sales of laundry appliances — say by 25% — other factors being equal (competition, size of market, brand acceptance, etc.) you would use this formula:

Your gross volume	\$250,000
Advertising budget (2.8%)	7,000
Laundry advertising (30%)	2,100
25% increase	525

New Advt. Budget for laundry	2,625
Total Advt. Budget	\$7,525

The very important factor in putting the figures together in that fashion is to emphasize that the additional money for the investment in laundry department expansion not be taken out of the same size over-all advertising budget, cutting the amounts needed to promote your other products.

Schedule the bulk of your budget for laundry appliance advertising as much as a year ahead. You know from experience the major campaigns for which you'll need advertising money (old model clearance, new line introduction, holiday and seasonal events, your anniversary) and your fixed advertising charges (telephone directory, directories, annuals, etc. With that proportion of your advertising dollars earmarked, you can start spreading the balance over the year and start planning a program that will make that money provide the most impact for your laundry appliance business. Be sure when handling the budget that you indicate where you will have the funds you can expect from your distributors' co-op.

Program your major advertising campaigns so that you create a sense of urgency in your promotion

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of washers, dryers and combos. Let them overlap a little, or at least come along back to back. There should be no lull between your campaigns.

If you have to cancel one at the last minute, continue the previous sale, "by popular request" if necessary.

You and your staff should be kept in a state of frenzy, and your laundry prospects should have no relief from your breathing down their necks. All the more reason to follow the advice of successful promotional dealers — keep your campaigns planned for at least 90 days ahead.

TIMING IS IMPORTANT

Even though laundry appliances are about the least seasonal of your white goods, timing is still necessary. What you need to time are the messages, the variations of approach you take toward your prospects. Too many dealers feel they have a consistent advertising schedule when in reality it is just monotonous—a succession of straight advertisements featuring price or product features or both. Even with the same message these dealers could increase readership and response by giving the advertisement a tie-in with a special day, a special event or seasonal needs for laundry equipment. See EM WEEK's exclusive Laundry Appliance Promotion Calendar, later in this booklet, for the "best themes" for each month.

HOW TO WRITE GOOD AD COPY

Copy writing is a specialized business. If possible, use an agency. If you can't, take time to study the sample or suggested advertisements in the sales helps provided by your brand. Your newspaper has experts, make use of them. Often you can vary professional copy slightly to give your advertising a personal, home-town, local-dealer flavor. Try it.

Seek impact. Cliches and too many stock illustrations make your efforts impotent. Try for "stoppers," but don't insult your prospects' intelligence. Emphasis requires some exaggeration, but don't either deceive or look ridiculous. The FTC prob-

ably won't care if you call the opening of your new laundry appliance selling center "the greatest event ever for Your Town," but many of the readers will overlook your offerings and remember the V-E Day parade, the time the mayor got tight at the picnic, etc.

Talk laundering language. Solve your prospects washing problems and you'll make customers of them. The final objective—in print or in personal selling—is clean clothes arrived at safely with your customer at the controls of an automatic washer, dryer or combo. Advertise toward that objective. Stress her opportunity to solve her many washing problems with your product. Don't feature what a machine will do for her, emphasize what she can do with the machine, automatically.

HOW TO SELECT YOUR BEST MEDIA

EM WEEK readers disclosed in a recent survey that they invest their money for washer, dryer and combo advertising as follows:

Local newspapers	73%
Direct mail	8%
Outdoor billboards	2%
Spot radio	12%
Spot television	2%
Other	3%

You will have special conditions in your market which may keep your expenditures from following that pattern exactly, but keep these characteristics in mind:

Newspapers deserve their spot at the top of the list for laundry appliance advertising. You can make good use of the frequency, the opportunity to display your products and to personalize copy. You can hit your market with a special washer or dryer advertisement with 24 hours or less notice. In emergency, you can pull an advertisement a few hours before press time.

It is your best bet if you are not forced to pay for the waste circulation that comes when a newspaper covers an area much larger than you can serve economically. But the trend to "neighborhood sections" is spreading, even in markets of

less than 100,000 population. If you don't have that chance, investigate neighborhood newspapers and the "shopping news" type of paper. The importance of supermarket food advertising to housewives has given status and good readership to this once-frowned-upon medium — particularly good readership for laundry appliance advertising.

Radio spots may be a valuable medium for your advertising of home laundry appliances. It is for many dealers.

It offers you the best direct line to the woman working around her home during the day. With little waste you can write spots in her language that will impress her at a time when anything to do with her job as a homemaker will get maximum attention. Look for a good buy on saturation time from six A.M. to noon on Mondays. But there are other choice slots—the ones before and after newscasts are expensive but worth it.

Direct mail is part of almost every laundry appliance dealer's balanced program of advertising. But, unless you have no chance to use newspapers economically, keep direct mail for special jobs. A steady flow makes it lose impact and readership in prospects' homes.

Have an objective in mind. Consider these:

Use direct mail to introduce your new models of laundry equipment. Give it extra readership by using short editorial articles between the advertisements — stories on new fashions, new fabrics, how to use laundry aids, etc. Offer a premium to get readers to your store.

Try direct mail for one or more of the laundry appliance contest promotions described later in this booklet, saturating your market with coupons or prize numbers to be brought to your store.

Watch your timing. In "How To Sell TV," EM WEEK emphasized: "Don't have your direct mail show in people's letterboxes the day before a three-day weekend or before a popular sports event or such popular city-wide upsets as circus day. Watch out for competing promotions—Sears' parking lot sale, opening of a shopping center, etc." This applies equally to your direct mail for laundry appliances.

A Modern Laundry Display Center Will Help You Sell: Here Is

The illustration at right diagrams just one of many possible good arrangements which will make it easier for you to sell every prospect the most suitable washer, dryer or combo for her needs.

This familiar "U" shape has many advantages, but you can create a satisfactory laundry selling center in an "L" or straight along a wall. What is important is how you spot the models by price and feature so that the display itself help you sell.

Can you accomplish the same with your present department or should you start thinking of a new arrangement?

A: This is your key selling area, the focal point of your home laundry appliance business. Depending on the economic bracket that dominates your market, use top of line or the upper middle of your line of automatic washers and dryers here. They must be hooked up—hot and cold water, sewer, 220v. line or a gas line. If you give equal attention to two brands of laundry equipment you will need to double the working display at this point. However, for simplicity, the rest of this discussion will relate to the display and selling of one brand—plus possibly a different brand of wringer washers.

This is where laundering will sell, and where you sell up. It is where you describe specific benefits to the woman prospect and show her what you mean.

B: The first step-down, if you have started your prospects at "A". If "A" is top of the line then this pair is the upper-middle of your line. If "A" is upper-middle, then "B" should be your lower-middle washer and dryer. Either way you have it arranged so that if the prospect objects to "A", or "wants to see another," you just turn around and what you have a chance to sell next is only a few dollars down, and still profitable to you.

C: This is your next step-down for the customer who can't afford the more deluxe models or won't accept your reasons for buying them.

These are a step down in feature and price from "B", but they are not your leaders. By arrangement these appear to be the cheapest models and should stop the economy-minded prospect.

Here you adjust your sales story to the prospects. By now you know what they can afford. If you know they should go higher, then approach this pair with "these are fine machines, they'll do everything except . . ." then turn back to "B" to show the features that "C" doesn't have.

If this price bracket is logical for the prospects, then ". . . this washer and dryer won't etc., but you will be able to . . ." and through a benefit story close the sale here.

D: These are your leader models, low end, stripped. You hope they stay here until the end of the model year, but you have two reasons for them in this functional plan.

One is for use as a last resort as prospects who have been through your A-B-C story are ready to walk. If they must have low-priced laundry equipment—low-priced, not cut-priced—you have these to give you a last chance for a sale.

The location of the leader models at "D" is more important in your laundry selling center as another starting point. Here is where you must start with prospects who come in asking for a washer or dryer in this price range, or who have seen advertising of these models. If you have much traffic passing your laundry center because of other business, this spot is where you can catch attention with an easel sign "Automatic washers as low as . . ."

With prospects who force you to start here you have two routes to a more profitable sale, because the center is designed for "D" to be the beginning

of a "sell up" approach. You can, using your judgement about the prospects' ability to buy, show a feature or two and then comment that "these aren't hooked up, let me show you what I mean over here . . ." and go directly to "A". If you judge it is going to be a tough job moving them from the leaders, you take the slow route through "E" and "F".

E: Almost the same models as at "C", with more features and a better profit for you. Any prospect standing by the low-end models will be exposed to these better models and you will see that, in your discussion of the woman's laundering, there is need to turn to the "E" washer or dryer to point out a feature and what she will be able to do with it.

F: Same models as "B", located here as the step up from "E" and the next step to "A". You will be displaying, you've noted, two sets of the same models at "C" and "E", "B" and "F"—most likely these are the models in your line which move fastest so the display is not a drain on inventory and you are wise in putting the impact on the most desired models.

G: Your combination washer-dryer is not normally involved in your sell-down or sell-up routine, so it is spotted here next to a sink to indicate a complete laundry to the prospects for combos. You can take your combo prospects directly to this location without confusing them with a bunch of single units. But, if the combo doesn't prove to be as appealing as the prospects thought it would be, you are in a perfect position to turn on your heels and interest your couple in the three best pairs of washers and dryers in your line. And, of course, standing here, you are in a position to start selling either way—up or down.

One Example . . .

H: Whether you have wringer washers in this spot will depend on your market area. Some brands are selling wringers one-for-one with automatics.

In this location you are giving these profitable items the attention they deserve. Most wringer prospects want a wringer washer and none of that switch jazz if you please. However, for those who are changing from wringer models to automatics each year, you are ready in this location to go to any of the profitable models in your line without getting involved in the low end unless necessary.

I: Here's a spot for your specials. At other times you may want to show off your most deluxe models or a combination.

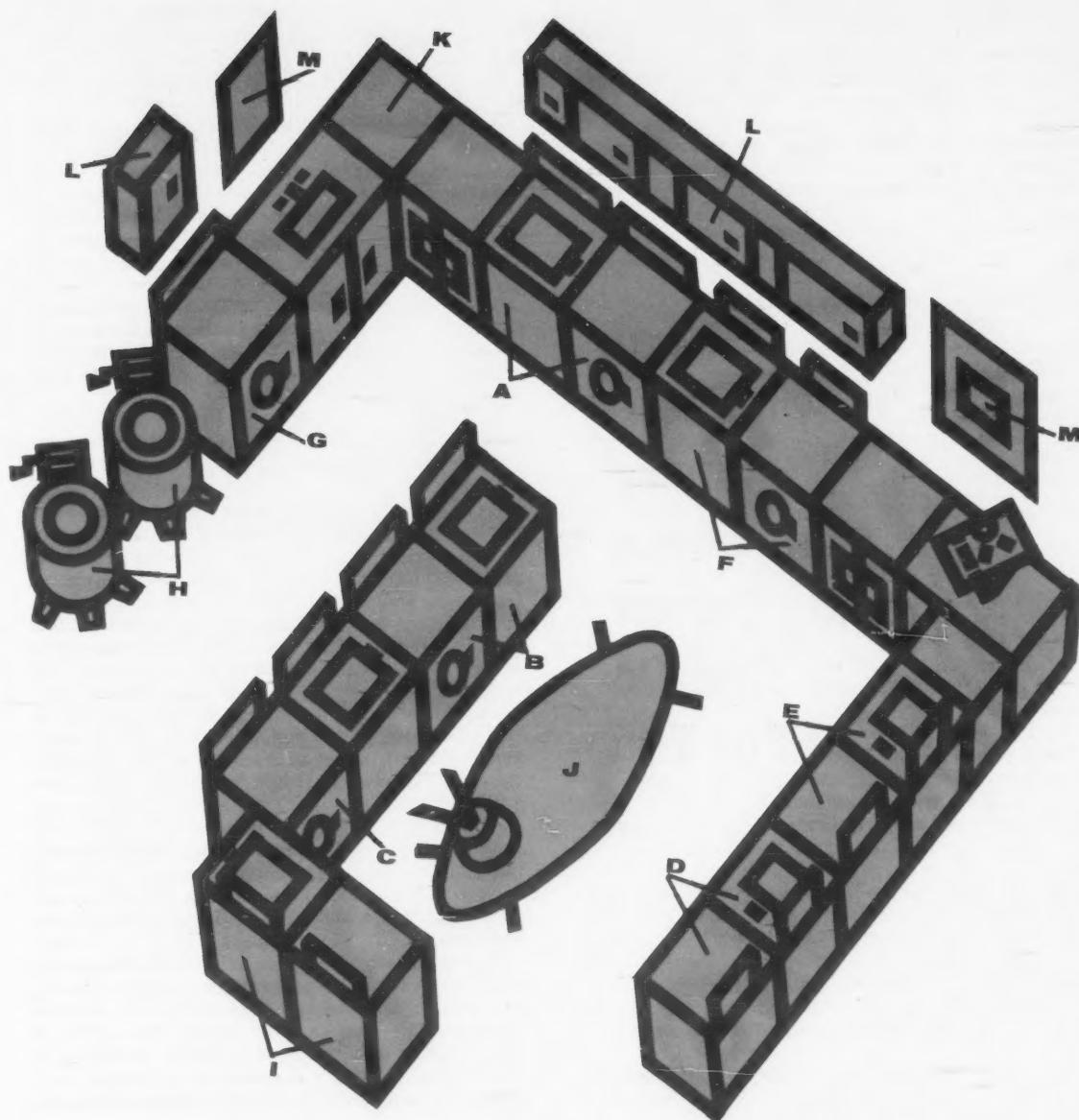
J: Use this spot for a table with flowers or a tropical plant. If there is no other place near by, use this spot for a closing desk. This general area, "J", "B", "C" and "I" can be cleared easily and quickly when your promotion plans call for this space to be used for any of dozens of ideas including chair space when you put on laundering demonstrations with the demonstrator at "A".

K: If the store has no other water heater space, you have room here to display a corner cabinet model.

L: Put steel cabinets on the wall over your deluxe models at this demonstration center. It will enhance the appearance of the machines, will carry the idea of the modern laundry room, and it gives you a place for soaps and detergents.

M: Be sure to make use of wall space above these machines for the charts your distributor offers showing cut-aways of your washers, dryers and combos.

And now with these points in mind, turn the page for tips on better in-store salesmanship.



What A Modern Laundry Appliance Selling Center Can Do For You

It will be the focal point of your whole program. This selling center illustrated on the preceding page can be the hub of a fast moving wheel of activity that will result in more sales at more profit.

Don't let it scare you away from the rest of this booklet. The department illustrated here may be more elaborate than you can afford—it may be but a section of what you now have. But its purpose is the same for all readers, to show the inter-relation of laundry appliance selling functions grouped in a department ideal in size and layout for the medium size dealer.

Every function incorporated here must be a part of your laundry selling effort regardless of which of scores of possible layouts best fit your store and location—if you want all the business that is your potential.

Your advantages in establishing such an area of your store as a laundry-appliance selling center are many.

You are identifying your store as "laundry headquarters." As corny as the phrase has become in print, it is an idea that still convinces prospects that "this looks like a good place to trade." A well designed and identified area for laundry says that you have invested money in the business, that most likely you have the experience to back up the display with honest selling and sound service.

You have a silent salesman drawing attention to your wares. Such a department has impact, and most prospects react to such dramatic presentations with curiosity. It can be a traffic puller and a traffic stopper.

You have a display of laundry appliances that is prearranged in design to produce sales from all but the most obstinate shoppers.

You can afford a variation of this functional selling center.

You can keep the space allocation within the standard ratio followed by most dealers—if washers, dryers and combos represent 30% of your gross volume, you can and should have 30% of your display area devoted to those products. If you feel that laundry is going to be a bigger percentage of your volume, you are wise to anticipate

and encourage it by giving more space at the expense of a nongrowth product.

You can allocate space to a laundry appliance selling center on a permanent basis because the products have become practically non-seasonal. This permits plumbing, wiring, lighting, and decorating that best suits laundry equipment. No compromises necessary.

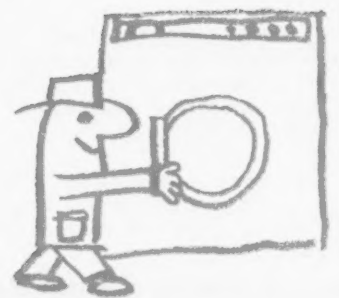
Your laundry appliance selling center doesn't have to be in the front of the store. While you will need island or spot displays of washers, dryers or combos, up front or adjacent to refrigeration and ranges, you are little concerned with impulse buyers.

Other values than the normal salesman-prospect relationship will be helped by your laundry selling center. For example:

You have the ideal location for your staff sales meetings. Here you can train your men in better handling of washer, dryer-combo prospects. Here is where you can outline your promotional plans in an atmosphere that stimulates employees toward better sales results.

You have here a place for your distributors' men to hold product, promotion or basic sales methods meetings. They will be doing it in exactly the atmosphere and the functional arrangement in which your salesman will be working when they put the training to use.

You are ideally set up with facilities for entertaining groups of women prospects to witness the demonstrations of the laundering techniques that will produce prospects for your new washers, dryers and combos.



What You Can Do Now To Improve Your Salesmanship On The Floor

This is where your future in the selling of laundry appliances rests, where you'll sell to future heights of volume and profit or try to keep selling with just fading memories of past glories.

Everything discussed so far in this booklet and everything you will do to this point has been leading to the crucial period when you or your salesmen are face to face with your prospects for washers, dryers and combos.

So, no matter how well you have been doing in laundry appliances, it is wise to reappraise your techniques of handling prospects in the store. Be sure your organization's methods of developing and closing washer, dryer and combo sales are upgraded to meet the challenge of the stepped-up laundry appliance promotion, advertising and display that this booklet may encourage. Check these points:

Know what you are selling. At an AHLMA meeting less than a year ago, an expert home economist told the industry: "Today, laundering is a science . . . To care for the fabulous new fibers and finishes properly, it is necessary to apply various sciences and develop skills in problem solving."

On the floor of your laundry appliance selling center that means simply that your profitable future lies in selling laundering, not just laundry equipment.

The laundry problem for most of your prospects is not getting the dirt out of the family clothes with a minimum of labor. Their problem is how to handle the dirt removal process so that when the clothes are clean they are still usable and retain the special qualities they had when new.

Selling laundering is your only chance to develop prospects that can be sold up to the deluxe or near-deluxe models of washers, dryers and combos they need—and which you need to sell up to if you want better than average profit.

It is the selling technique that will enable you to speed up replacement sales of automatic washers among the families having machines five to eight years old.

It is, last but by no means least, your competitive brand story. Knowing your prospects' washing problems and interpreting them in terms of

your brand's washers is what will sell your machine against your competitors'. This technique, used right, is often your only profitable means of selling when other dealers, even those with the same brand, are underpricing you.

Look at each of your laundry appliances—automatic washers, wringer washers, dryers and combination washer-dryers—and analyze the approach you need to develop for the future.

AUTOMATIC WASHERS

Learn to wash clothes with the machines you sell and you'll sell more automatic washers.

One of the deans of the industry's home economists told EM WEEK: "What is holding back most dealers and retail salesmen from their full potential is not a lack of knowledge of their products and how they work—it is an inability, because of lack of training, to interpret their laundry appliances in terms of how they handle the prospects' increasing problems of washing their families' clothes safely and easily as well as clean."

The laundry industry heard an AHLMA chairman state this spring: "... people will be in the market for automatic washers because their present equipment is worn out, or—and this is the really important factor—because a truly creative salesman has proved to them that the products we currently have on the market will do a far better job and will do many things which their present automatics cannot do as well . . . the typical family laundry basket now contains far more wash and wear items, treated cottons, washable woolens, than were even in existence when many of the automatic washers currently in use were designed, produced and sold."

One sales story is no longer enough when you are selling automatic washers. You can't sell simply by saying: "You load the washer, turn it on, add soap, and go to the movies." This isn't 1938. You have to interpret the machine in the minds of each group of prospects. There are several, and here are some of the ways to handle them:

Replacement prospects — those with automatic washers five or more years old. Many, unfortun-

ately, want to replace with a machine as simple as the one they are discarding—they are afraid of more controls, and they are shocked by prices. You can't sell them up to what they need through superior knowledge or you'll hear: "Don't tell me, young man—I've had an automatic washer bolted to my basement floor for 10 years!" Go indirectly: "You've had so much experience with an automatic washer, Mrs. Prospect, that I'm sure you've found that as good as your washer is, it was built before the need to wash many of the new fabrics you have been adding to your wardrobe. Haven't you wished you could machine wash some of the new clothes but you don't dare—the water is too hot, the machine washes too long, the rinse is too warm and that spin sets the wrinkles..."

Then you are open for a demonstration of laundering in your deluxe washer answering her needs with the features you offer.

New customers for automatics — whether currently users of wringer washers or first time buyers of a washing machine—need the laundering story to bring them up to the deluxe, full cycle machines they need. But you can keep your finger on the basic story too. Weave into your pitch the ageless values of machine washing and particularly automatic washing of the family clothes: (1) Economic—save work; save money; save clothes; save time; save health. (2) Essential—To get thorough cleaning; To get quiet operation; To get convenient control.

Coin-op converts to home washing can be sold up by a good salesman's knowledge not only of laundering as it can be done with his brand's deluxe models, but of how women "wash" the family's clothes at a coin-op. Visit one—while you are being shocked you'll get sales ammunition. Watch the dirty jeans, sheets, panties and slips stuffed into one coin's worth of wetting.

Get one of these women into your laundry selling center. Show her how easily she can give each type of clothes (including those she hasn't dared take to the coin-op) the special water temperature, cleaning agent, agitation, rinse and spin it needs for perfect and safe washing. Feature the availability of the automatic washer in her home at any hour of the day or evening.

WRINGER WASHERS

Smart dealers have not relegated the wringer washer to the Smithsonian Institute yet. Instead they laugh all the way to the bank with their profits from this product which pioneered the appliance industry.

Women talk about the wringer washer as a relic of the past—except the 765,000 women who bought one during the declining laundry appliance market of 1960, bringing wringer washer sales to nearly 5 million units for the past five years.

Price is rarely the reason women buy your wringer washers instead of an automatic or a combo. This is important for you and your salesmen to know if you have noticed your competition selling more wringer machines than you are. Three-quarters of a million women bought wringer machines last year for one or more of these reasons:

They don't have an automatic supply of hot water, or they believe automatic washers use too much;

They are not convinced the automatic washer will clean clothes as well as the wringer type.

Study your market for wringer washing machines—it may be better than you think. Best way is to case your competition—not just in your neighborhood but in outlying areas.

If any dealer is doing well with wringers, the market is there and you are missing it. If your brand doesn't supply a wringer model (although 17 brands do) seek one of the brands that make a specialty of this type of machine. And learn something about it! You can't sell these washers with automated double-talk and emphasis on the frammis jazz. Your prospects will know what they want, and you'd better know what you've got.

Sell laundering to these women, too. They are going to face problems of washing safely the variety of fabrics they are buying just as do their cousins with the automatic machines.

Sell product features. Your modern conventional washer has plenty to give you a strong replacement story, a competitive story, and the means to sell up to profitable models.

Model Features: A — Finish and fittings, beauty, easy to clean, long lasting; B—Styling, modern, streamlined; C—Construction, rugged, rust-protected, welded; D—Lubrication, permanent; E—Brand name, reputation, other products, history.

Washing Action: A — Agitator, gentle, safe, scientifically designed, fast, special action, light but rugged; B—Motor and gears, quiet, precision, easily adjusted, permanently oiled, few working parts; C—Controls, convenient, safe, easy to operate; D—Tub and pump, drains easily, easy to clean, splashless, no heavy lifting.

Wringing Action: A — Construction, resilient, adjustable, accessible controls, durable, no oiling, easy release; B—Performance, quiet, easily adjusted, self adjusting, gentle, easy to clean.

DRYERS

This is the profitable laundry appliance that hasn't yet reached but one-quarter of its market potential.

You've probably been making money with dryers for years. Many EM WEEK readers last year sold one dryer for each automatic washer, and in most cases made a higher percentage of profit on the dryers.

But it is nothing to the volume potential that awaits you if you can give dryers the creative selling they need. Almost four out of every five wired homes is a prospect for a dryer.

The public wants to be sold dryers—only 24% of the wired homes in this country now have them—and every recent survey puts the dryer in first place as the most wanted laundry appliance. In addition, one-third to one-half the dryers in use today are obsolete for the laundering methods their owners should be using.

In a survey of the rural market, 50% of the non-dryer owners want one. And don't overlook the coin-op conditioned prospects. One manufacturers' study shows that the dryer not the washer is the biggest attraction at the coin-op.

Creative selling is more necessary in pushing dryers than it is for automatic washers. The dryer is

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not yet classified by the typical homemaker as a necessity, partly because there are other socially accepted ways to dry clothes. If the prospect you are selling considers the dryer a luxury, develop it as an "advisable luxury" and always ask if she has friends who use a dryer—she has heard from some of them that they would give up their washer before they would part with the dryer.

Sell the pair. An unprecedented opportunity for dryer sales is coming your way during the next ten years as more than 50% of your automatic washer sales go to people replacing an older automatic washer. As you serve these customers—there'll be nearly 3 million a year—you have a chance to sell a matching dryer to possibly 50% of them. For many dealers that could mean 60 dryer sales a year to just this group.

Sell laundering—it can be an important sales tool in your selling of dryers, particularly to break down the idea of the dryer as a luxury. If you know your product and the fabrics women are buying for their families and their homes you can sell convincingly the savings as well as the importance of giving present-day garments the controlled drying that keeps them in top condition.

You can show that cabinet drying, unlike line drying, will permit the woman to match the time, temperature and speed of drying to each group of fabrics, to prevent the over-drying, wind-whipping and sun fading that shorten the life of clothes.

Sell the basic story. Give the fundamental arguments you have developed over your years of selling dryers and reinforce them with more emphasis on the dryer's role in the smart homemaker's laundry. If some of those basics have been buried recently in favor of other arguments like "cheap," "special deal," etc., forced on you by your competitor, here are a few for your refreshment:

Let bad weather sell for you, it is the strongest point in convincing the first-time buyer. But point out and re-emphasize the weather story to the whole family, not just the woman—when rain, snow, freezing, etc., won't let clothes dry on the line.

Sell the convenience — it will eventually be as important, or more so, than bad weather in her appreciation of a dryer. The dryer saves time—it gets the job done in not much more time than it would take to carry and hang a load of damp clothes—it will dry just as well before breakfast or after dark—it leaves the homemaker more free time.

Sell the extra values, what the dryer will do that the prospect may not know about—drying bathing suits and beachrobes, rain soaked outer-garments, cloth purses, blankets, pillows, comforters, slip covers, etc.—also how the dryer can be used to remove wrinkles, raise nap, remove odors.

COMBOS

New profit opportunities definitely await the dealer and salesman who learn how to develop a market for, and how to sell correctly their brand of combination washer-dryer. The slow pace and the other problems that have confronted this newest of the laundry appliances will soon change.

The combo market is bigger than you may think if you have been looking at laundry appliance buyers as a whole and have been listening to major objections up to now. Instead, look at sections of your market and you will find ready-made prospects for your combos:

First time washer buyers — brides and other new homemakers. These women normally have no pattern of washing clothes. They are not conditioned to first a washer and then a dryer or the line.

Working women who must get laundering done at odd hours and with the least drain on their time and attention. The combo eliminates their need to shift a load from one machine to another and to set the controls of a second machine.

Women who hate washing clothes. To a large number of your prospects, handling soiled clothes is bad enough without having to handle them all over again when they are damp.

Women who have had a wringer washer, are replacing it, and don't want another wringer. Now they

can have the automatic washer they've wanted, and a dryer too.

Women who must have the latest of everything for their home. It is a sizeable group for many dealers. The combo makes a good show-piece and a talking piece for these women.

The combo market will be even bigger because factors are changing that will break down the resistance you may have found during your recent years of selling combos:

Women's interest in dryers, particularly among the women who are using the coin-ops, will increase their potential as combo prospects;

Women's growing knowledge of automation in clothes washing—recognition of the value to them of having programmed cycling of the washer to perform the necessary changes in washing techniques for various types of fabrics.

You will sell more combos because the new models are saleable and, with more confidence in them as machines, you will have a chance to and be willing to meet the objections that you have been getting from that part of the market not mentioned above—the 75% of the market which still needs dryers—the 50% of the market each year which has automatic washers needing immediate replacement. These are the objections you've been getting and some of the ways you will be meeting them:

Objection: "The total cycle time is too long." Answer: It used to be. The new combos have or soon will have, faster extraction and handle larger loads. Counting the transfer time, it will take no more time with a combo.

Objection: "When half the unit is inoperative, the entire unit is unusable . . ." Answer: Not necessarily, but often, admittedly . . . but remember that the combination washer-dryer uses possibly 25% fewer parts than a washer and a dryer—so there are less parts to cause trouble.

Objection: "You have more control over a washer and a dryer . . ." Answer: Not any more. The new combination offers the same controls over washing and drying that you would have in separate units—and you can use one or the other if you wish. And, you still get the features of a deluxe washer—bleach dispenser, water level control, etc.

NOV DEC

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MAR APR

Your laundry appliance business should have been increasingly better for you each of the last five months, so don't fret if it drops off a little these two months. That's par for the course, and there's still plenty of activity you can generate:

Best market: The gift business. Washers and dryers are gift items to mom or "to the family" in the lower-middle income groups. Remember to feature laundry appliances as gifts earlier than traffic appliances and consumer electronics—you've got to get many prospects committed before they start spending their Christmas cash or credit.

And during these two months, aim at more sales of automatic washers as replacements for older automatics. Prospects now have had two months of heavy fall family washing problems.

Best promotions: (1) Christmas Shopper's Special—Invite prospects to bring a combo load to your store, or invite recent washer buyers to bring a dryer load; they're free to shop while their wash is being done. (2) Halloween, Fall or Thanksgiving Premium—box of apples, turkey or such goes to each buyer; all lookers get free pumpkin. (3) Pre-Christmas Sale—week before or week after Thanksgiving. (4) Promote, display and advertise a "Gift Package For The Whole Family"—complete home laundry surrounded by three or four groups of small appliances, housewares, radios, etc.; one discount price gives customer choice of laundry plus selected small appliance group.

Best ad themes: Feature credit—little down, no down, no payment until February, etc. Make it easy for families to enjoy the holiday season to the fullest and still afford the gifts they want to buy. And push your pre-Christmas sale with "Buy Now—We Can Sell For Less And Deliver Faster Before The Last Minute Rush." Angle washer and dryer copy as "gifts for the whole family" or as "a gift to mom from the rest of the family."

Plan ahead: Check with your distributors now; ask for specials for your January clearance.

Time to plan 1962 as the year you enter a steadily increasing period of profits and volume from laundry appliances. Start planning sales training—talk to your distributor, your utility. Business will be good in January, off a little in February.

Best market: Dryers have best promotional value right now. Pull every stop. Salesmen should phone prospect list, use direct mail. By same token, this period could become excellent for combos. New mothers tops now as dryer and combo prospects. Dig up six-month collection of new mothers' names, phone or write—offer free diaper drying one day. Start this period pleasing bargain hunters who've been waiting for your January clearance.

Best promotions: Let weather sell your dryers. Use postcard promotions to offer free drying on stormy days. Also good time for "laundry clinic." Use department stores' January white sales as cue for you to offer linen as premium with washer, dryer or combo sale. Mid-February is your time for either a Valentine's Day feature or a Heart's Delight promotion in your laundry appliance selling center.

If you rent out washers and dryers, put extra effort into advertising. This is season in most areas when bad weather makes the coin-op lose its appeal.

Best ad themes: Dig out the bad weather mats for your display advertising—rub it in that women are freezing their hands when they line-dry clothes, or getting soaked to the skin in warmer climes. Picture young mother surrounded by diapers. Tell her how to "get rid of diaper daze!" Start the period with a strong pitch about tremendous bargains on washers and dryers left over from Christmas.

Plan ahead: Schedule your in-store laundry and laundering promotions now for the next two months when Spring will bring people out of hibernation.

Plan a springtime advertising campaign to make it plain that any used unit bought and returned within six months brings full purchase price as down payment on a new one.

Don't let EM WEEK's statistical issue discourage you (it shows these as the two lowest months). Each year this seasonal dip is changing, and now these are good but not best months.

Best market: The replacement market for automatics is a good one to push. Get your service department to list the winter service calls on people with automatic washers five to eight years old. Offer them amount of service charge (if within reason to you) toward new automatic, double it toward a dryer: You can do it at list prices. Aim at everyone: The laundry and laundering clinics are your best bet now. Get your utility, your distributor and a detergent or soap distributor into the act.

Best promotions: In pitching laundering clinics remember women's groups—this is time of year when program committees run out of ideas. Keep a trade-in offer running, many good prospects have cleared up their Christmas debts, have down payments, will buy. Double trade on old washers toward combos is timely. Don't overlook a "Spring Clearance Sale"; your prospects expect one. Also, this is your time for the "Easter Parade" or similar promotion cued to the new fabrics in women's spring wardrobes.

Best ad themes: "New clothes need new washers": Use this headline to feature your machines' ability to handle the new fabrics. Try "tired of being a drip dry?" At Eastertime, feature a woman's fancy hat—"about the only part of your Easter wardrobe that can't be washed in (your washer or combo)." Or: "Her family has the cleanest clothes in the Easter Parade because..." Aim at more replacement with a trade-in special featuring "We're seeking winter-weary washers." Good time to feature lower priced washers in agricultural markets.

Plan ahead: Have inventory ready for increasing business in late May and all of June. Good time for staff meeting to cover your brand features again. Coordinate sales-management responsibilities in forthcoming Mother's Day and June Bride promotions.

FOLLOW THIS EM WEEK AD AND PROMOTION CALENDAR:

MAY JUNE JULY AUG. SEPT. OCT.

Expect a steady upswing in laundry appliance business from good in May to excellent in June. The market will roll, but it will go faster if you get out and push. And don't give away your profits: There's enough business at fair prices these two and following two months. Aim at it.

Best market: Mothers and brides and laundering summer fabrics. Replacement market can be stepped up with some areas good for wringer washers.

Best promotions: Look at new angles for Mother's Day; see EM WEEK's preceding promotion package for several ideas. Push your combos now with special promotions to brides and new homemakers. Go after automatic washer replacements with "own the washer that knows how" theme tied to laundering spring-summer clothes. If you have a widespread market, remember that families are out on the roads again. Get them to your store. Direct mail is excellent right now if you offer good reasons to visit you. Try splitting your outlying area into four parts, scheduling a mailing a week in May. Use same mailer for town market in June. Weather is on your side now for any open house, birthday or anniversary sale.

Best ad themes: Use variations on the "less work for mother" theme to get attention to Mother's Day specials. Offer "free dinner for Mom and family" at famous local restaurant with purchase of washer, dryer or combo. Consider a "mother of the year" campaign—preferably not a contest—in which you publish in newspaper ads or display in your window photographs of mothers supplied by their children. Good time for a washer testimonial campaign. Vary the Pond's angle: "She's a mother, she's lovely, she uses a (your washer, dryer or combo)." Carry the angle into copy about how your machines solve problems of family wash today. If you hold an old washer roundup, use "bar none" theme in advertising the big allowances you'll give for any old washer.

Plan ahead: Look over the suggestions for July-August. Schedule your sales and promotions now so

Two more of your best months for laundry appliances. Washers should lead the way.

Best market: It's the moving season. As families move to new homes, from one house to another—in a rush during good weather and before school opens—many will find that the old washer won't fit, looks poor, or didn't stand travel. More prospects will now have laundry rooms, need to upgrade their washers and add dryers. Also an excellent period for automatic washer replacements: The heat leads to frustration with the inadequacy of their old machines.

Best promotions: All in-store promotions good now; plan several. Consider an "employees' sale" if you vacation now. Good time for an atmosphere promotion. Travel agents will cooperate with travel posters. Offer week-end vacation to couple as prize. When you start getting end-of-model-year buys, go to town with a succession of promotions. And about August 15, arrange a "dog days sale." Choose the special effects to fit your store image. A neighborhood store can put puppies in window, give one with washer or dryer, a pair with a combo. A promotional store can tie a leash to each floor model (outgoing models).

Best ad themes: Tag freedom to all headlines around the 4th—freedom to buy and wash any of new fabrics; freedom from dust, rain, birds, etc. with a dryer; freedom from drudgery with any laundry item you want to push. Tie them to any in-store promotion as well as advertised specials. Give dryers boost with "While you burn, your clothes fade" with woman hanging clothes in sun. Hit the movers with "new home, old washer?" Tie an ad campaign to servicing washers and dryers for the coming winter. Remember "while the boss is away, the boys will play—with prices" for your employees' sale.

Plan ahead: Consider your floor layout for the coming fall-winter: Does the laundry selling center need a facelifting? Get salesmen's ideas, too. Take time to plan a series of promotions right after labor day to hit the peak sales period.

This is the peak period for washers and dryers. Combos may peak in spring when they start rolling.

Best market: Bargain hunters: Those who want your best automatic washers at two-thirds off. Luckily, you can now give them what they want with end-of-year models and manufacturer price cuts. Be wise. Don't show your low-end laundry appliances now. The demand is not for inexpensive, stripped merchandise, it is for deluxe models at low prices. Your best group is middle-class families.

Best promotions: You should have scheduled a "freedom party" or a "back to school party" for the week school opens. Invite mothers for morning coffee and donuts. Push laundry and ranges. Consider another "laundrying clinic" for mid-September. Use the utility demonstrator to show washing techniques with new types of children's clothes. See if she can do the same on wash-and-wear woollens. If so, schedule a second session for late October. Start thinking about special dryer campaigns, plan at least three for the fall months. If they overlap other activities, no harm. Dig out prospects' names from last winter and spring. Get salesmen to follow up every sale of a washer only during last 10 months. Have a gimmick like "now is last chance to get a dryer that matches the washer exactly."

Best ad themes: "Last chance at these prices . . ." will be a regular theme to the end of your outgoing model-year stock. But remember that it gets action only from pre-sold prospects. So keep selling. Keep repeating your laundering story and how your brand does it, getting attention with a campaign directed at handling children's school clothes, heavier fall clothes, drapes, spreads, etc. Help dryers with catchy themes: "Don't Freeze To The Clothesline Again This Year," "Have The Family's Clothes Dry When They Need Them."

Plan ahead: Balance your inventory for the gift and promotional season ahead. Budget your advertising money and talk co-op with your distributor now.

SELL MORE WASHERS, DRYERS, COMBOS ALL YEAR LONG

OCTOBER 16, 1961

Here's How You Can Run A New And Different Laundry Promotion Each Week Of The Year All Year Long

On the following pages you will find 52 different promotions which you can start using right now to boost your traffic and profits.

Each idea was successful for the home laundry dealer who first used it, and all are adaptable to your operation.

Use a little imagination in following these tested suggestions; don't just follow them slavishly. Cut and fit them to match the specific kind of image you are establishing in the minds of the consumers in your community. And . . .

STOP AND THINK . . .

before you begin to put these ideas into action. Consider that your success with each individual promotion will depend to a large extent on a few general rules you'll want to develop for your over-all campaign.

Here are four questions you should ask yourself now. Take a good look at EM WEEK's answers and fit them into your knowledge of your own particular market.

Why is promotion still necessary? There are several answers to this one:

(1) Prospects can turn to coin-ops. Home washers, dryers and combos are not necessities like ranges and refrigerators. You must promote to generate more than passing interest.

(2) There are other dealers in your area handling your brand. Increasing national brand advertising does you no good unless you follow through with something strong at the local level.

(3) Sharp price competition from those dealers who can (or think they can) afford it gives you the opportunity to fight them with a weapon they can't match—good old-fashioned promoting.

(4) Heavy promoting from merchants selling other durables—autos, boats, rugs—demands that you beat the drums louder than they: You are often competing for the same dollar.

(5) The changing market — the looming replacement market, trend to suburbia, expanding new household percentage — offers profitable opportunities only to the dealer who reaches each group with tailor-made messages.

The second question you'll want to answer for yourself is . . .

Are joint promotions worthwhile? Getting your competitors together to stage a local-market-wide promotion campaign may be a tough project, but many dealers across the country have told EM WEEK that local dealers working together can produce wonders in a sagging market.

No one can tell you whether you should try this tactic—you alone know the personalities and interests involved in your community. But if you take the initiative to get everyone behind a home laundry promotion, it is bound to create the kind of consumer excitement that no one dealer could hope to generate by himself.

One word of caution: Do not discuss prices with your competitors when setting up the promotion. That's against federal law.

Another question to ask yourself is . . .

What are the advantages of brand promotions? Take the disadvantages first:

Watch out for those which will load you with extra merchandise and no extra help. Be wary of the distributor who spends more time selling you than helping you sell the public. Reject any promotion obviously not suited to your type or size of store, the character of your market or climate, the image you want to keep before your customers.

There are several advantages.

Professionally prepared display materials are yours for the asking or for a minimal charge. The whole campaign is planned for you. All you have to do is sign up and follow through on the sales floor. Often these promotions are timed to tie in with a TV or magazine campaign and your participation insures full impact of the nationwide theme among your customers.

Remember that you will benefit from a good brand promotion in the same proportion as your share of the market is to the total sales rung up by other same-brand dealers in your area. Other-brand dealers are out of the running.

The last question you'll need to answer before you plan your year-round promotion schedule is . . .

Are all promotions effective? The answer here depends on how you go about setting up your promotional efforts.

If you have no year-long plan in mind, if you run a type of promotion which doesn't fit the

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season, your image or your market, chances are you'll be wasting your money.

The way to avoid making costly mistakes is to have enough good ideas and a clear plan of action to carry you through the year with specific promotions aimed at specific segments of your market at the most appropriate times.

And to help you plan and carry through, EM WEEK presents a home laundry promotional calendar on the two pages preceding this section and enough good ideas to fill your schedule week-by-week and month-by-month.

Add the following 52 promotion ideas to your own favorites and plan now to use them in a logical profit-building sequence.

Free drying offer on rainy or freezing days has long proven a producer of dryer prospects. Works best with customers who've bought washers from you. Watch weather forecasts, mail postcard invitation night before bad day for outdoor drying. Occasionally use list of new mothers who'll have problems drying diapers. Both groups get dryer demonstration when they come in.

Appropriate give-away. Keep a panel in your display advertising or use classified to offer box of detergent free to anyone who comes in to see (and listen to your story of) the washer, dryer or combo you are pushing.

Umpteenth washer sale. Once a year or so, celebrate sale of your 1000th, 5000th or what-ever-it-is washer. Or hold promotion for week that washer will be sold. Offer it free, or offer special tie-in prize, such as dryer, to customer buying that "lucky number" washer.

Free washing and drying of a prospect's own laundry is the most convincing way to demonstrate the value of your new automatic washers, dryers and combos. Prospects can't walk, have to listen carefully because their clothes are involved. Caution: Hold the offer to one load, advise woman to sort at home, selecting a load of all-cotton, wash & wear, etc. Vary your means of getting these prospects. Try follow-up phone calls on prospects who left undecided, or good names from contests. Or try direct mail invitation, using your service de-

partment leads, customers with 7-year-old washers, other sources. Send 100 or more invitations each week.

Shopper's special — use with combo only — invite woman to bring sorted load, demonstrate combo, she goes shopping, picks up clothes on way home. Movie special — same as above, arrange with local theatre for half-price tickets.

Employee's sale featuring photos of department managers of the salesmen who will handle pricing and special trade-in prices. Good time is when you are on factory sponsored trip . . . "when the boss is away, the boys will play—with prices."

Your wife's birthday can make a good promotion in a small market. Try "I'm raising money to buy my wife a present." Other approaches, "You'll never look your age if you let our new (washer, dryer, combo) help you do your laundry." You can tie in a private sale, have a birthday cake and coffee.

Circus in town? Make it basis for promotion. For laundry items, feature "three ring" idea with automatic washer featured in one ring, dryer and combo in other two. Use an alarm clock to announce free tickets to real circus. Lend combo to circus performers, get publicity photo. Sawdust your floor. Rent clown suits for salesmen. Give away balloons, pink lemonade.

New department opening offers you chance for "house warming" type of promotion. If you upgrade your laundry area, get some profitable specials from your distributor and have a party. Experience will tell you whether it will be better for you to advertise to the whole market or to limit invitations to direct mail or phone. Have flowers for the ladies, a gift to take home, and keep washer and dryer demonstrations going.

The private sale for old customers is year-to-year profitmaker particularly good for laundry appliances. Use servicemen's or salesmen's lists of old-washer users or washer customers with no dryer. Hold party on evening store is not normally open. Print invitations and enclose numbered "valuable drawing card" toward door prizes plus coupons

offering special prices on one washer, dryer and combo. Cover windows with paper if practical; use your side or rear entrance. Limit invitations to what you and staff can handle comfortably. Use special price tags "for tonight only."

Invite women's organizations to a laundry clinic, using the utility's home service girl or your distributor's home economist as demonstrator of modern laundry techniques. Try PTA's, women's clubs, Grange, church groups, service club auxiliaries. If necessary offer 25¢ or 50¢ toward group's treasury for each woman who shows. Furnish refreshments. Don't count on all staying after program, so plan mid-way "stretch" period so women can look at your washers and dryers.

Hold a "brides' school" every other month, inviting women married during the interim. Bill it as a conference on laundering new fabrics, using either economists noted above. Have give-away appropriate to new homemaker—soap-detergent measuring cup or such. Consider this as one of the best promotions for your combinations.

Senior citizens are a new market to which few dealers give proper attention. Feature your combo and "no handling of wet clothes" as important to older couples. Invite both husband and wife to special program. Contact "Golden Age" clubs and the like.

The alarm clock sale is still a good one. Best as a store-wide gimmick, but can be adapted to one department. "The new (brand) washers and dryers are ringing the bell at (your store name). Be there when they ring and get a chance at (such and such prizes)," is one approach. Use the alarm clock to help other promotions: "If you're looking at the (featured washer or dryer) when the bell rings, you get an extra trade-in allowance."

Use radio spots to promote give-aways. Best on evening programs aimed at families in cars: "In next 45 minutes, a free (prize) to everyone who drops by (your store name and address) to see the new (brand) washer, dryer or combo." Use same idea to supplement regular promotions to get extra traffic.

Use novel or timely give-aways. One manufacturer makes available paperback books at 10¢ each for dealers to use as traffic builders. Another offers "baby's own book" at 32¢ for direct mail campaigns to new parents.

Look for local angles when you run a give-away promotion. Tickets to local community theatre shows, free frame of bowling, passes to drive-in movies, free passes to Little League games and civic club dances are just a few.

Use "double trade-in" offers for several purposes. Feature "twice the trade" on an old washer toward a washer and dryer pair, and make it a periodic promotion for your combinations. Get attention by using doubles—twins, or show two identical old washers saying, "It's like having two washers to trade," or "We'll buy your old washer twice." On radio spots use an echo chamber for "double-double" reverb effect.

A "round up" of old washers is as good for you as the traditional range roundup. If you have the space available, put "corral" in parking lot, start with few junkers and add old washers as they come in. A big sign on each tells how much you gave in trade or how much such a washer would bring toward a deluxe washer, dryer or combo. Pull every stop on Western theme—cowboy suits, cap pistols, etc.

Trade-in contests offer variety of promotion possibilities. Offer prize for oldest washer traded-in during period of sale—not more than two weeks. Have special prize for oldest automatic washer to encourage replacement business. Announce each day the age of oldest taken in so far.

An exchange for a trade-in is the latest kick. Electric housewares are well accepted. Some dealers have offered used autos in exchange for old washer—operating cars can be had for \$35 up if you tie in with a used car dealer and he makes the car worth \$100 toward a better used model.

Pre-sale clearance. A quicky, smash promotion for a week-end before one of your most publicized promotional efforts. Feature "clearance of floor-

model washers and dryers before we arrange our store for our annual (name the forthcoming sale)." You'll hit some prospects and keep up activity while you get ready for the bigger effort. If prospects come in when the store's a mess, all the better—they'll be sure they're getting bargains.

Post-sale clearance. Same deal as above, except try it on week-end following a major promotion. Advertise "washers and dryers left over from our giant (name the sale)—special prices on a few floor models used as demonstrators."

Before-and-after holidays clearances have been effective with many laundry appliance dealers for a long time. But they still work. "Pre-Christmas Sale" for example, gets business before public starts spending for small gifts. Try same before other holiday week-ends.

One day sales are action-getters for washers and dryers, but they must be shouted from the hilltop. Advertising must be large and spashy and you have to make a good offer, so keep this type of promotion to move special buys of washers or dryers or dumps. Also keep in mind a saturation campaign of radio spots—you've got to get attention and action fast.

Marathon promotion: Choose from many variations of this theme if it is not already overworked in your area. Offer to wash and dry clothes between midnight and dawn to get attention to your laundry appliances. Dealers have tried everything for marathons: Alarm clock to signal special trade-in prices or door prizes, radio remote all night from the store, hourly specials, scavenger prizes, prizes to anyone catching a salesman asleep, salesmen in pajamas, spotlights all night—your imagination and purse are the only limitations. Thursday through Saturday midnight is best time.

Sales goal marathon: Variation of above that features "We're staying open until we sell (50-100-1000, depending on your size) washers and dryers." Continue advertising with "only (so many) to go," using radio spots, if good for you. Set up clock dial or thermometer in front of store to record sales and goal.

Add "limited time" to almost every promotion to stimulate action. Use "sales prices in effect until X p.m., this week only". This is routine for most dealers, but always double-check all your radio and newspaper advertising copy.

Hold a style show of machine-washable clothes—women's, men's and children's—with help of department store or several specialty shops. Don't underestimate women's concern with fabrics and their washability—it is by far best way to build your replacement business in automatic washers. Hold show both afternoon and evening—one by invitation to regular customers, other through general advertising. As each garment is shown, have "MC" describe first the style, then the fabric and then how it can be machine washed. Plan a refreshment break half way through to give women chance to see your washers, dryers and combos. Make your pitch again at end of program, hold drawing for door prize and keep the names for follow-up.

Hold a detergent clinic. Your utility home economist should be available to explain how to use new bleaches, conditioners, etc., otherwise let your distributor supply the demonstrator or tie in with a soap or detergent manufacturer. Try this promotion as invitational affair for women's organizations. Excellent, too, for groups of 4-H or FFA girls and their mothers.

Tie in with holiday road safety publicity legitimately with the theme "Safe at home this (any holiday except religious)? So are we, come down and visit—we'll show you the new (brand) washers that wash safely and sell at sane prices."

Joint holiday promotions with other dealers in small cities or shopping centers can be valuable if you work an angle that will build traffic for your laundry appliance selling center. Offer give-away for watching demonstration. If dealer group gives large prizes, pass out your tickets from laundry department—let prospect reach into automatic washer to pick ticket.

Promote any holiday, but plan ahead. Use EM WEEK's promotion calendar to guide your sched-

uling. Don't confine your promotions to Thanksgiving and Christmas, remember these other good days: New Year's Day, Lincoln's Birthday, Valentine's Day, Washington's Birthday, St. Patrick's Day, Easter, Mother's Day, Memorial Day, Father's Day, 4th of July, Columbus Day, Veteran's Day.

And this theme is always good: "Take a year-round holiday from washday blues."

New Year's week is tops for a clearance of washers and dryers. Many prospects wait through all your Christmas sales to get their hands on January "bargains," your "January clearance prices." Many appliance dealers work with their distributors to get extra stocks of washers and dryers for this clearance.

A **"Sweetheart Sale"** can step up your laundry appliance business in February. Aim at the husbands directly, the wives indirectly. Various themes are used—"keep your wife a sweetheart," etc., pushing the Valentine's Day angle. You can use a contest, having husbands bring their sweethearts (wives, you hope) into the store to register for a prize. Have a Valentine type gift, candy in heart box, for example, for everyone. Use the red hearts and white lace theme in your window and floor decoration.

A **"heart's desire"** contest is suggested by one manufacturer for the Valentine Day period, usually a month. Tag each appliance with a "heart's desire" tag, a red cut-out heart on which you write "heart's desire #0." Use newspaper, radio and direct mail to get women to come in and register their "heart's desire," one of the washers, dryers or combos. Announce the date of the drawing at which winner will get appliance she numbered. When women come in and select an appliance's number, latch onto them with "you'll be very happy with this—have you seen . . ." and then go into a demonstration.

An **"Easter Parade"** of values can be the theme for laundry appliance promotion with pre-Easter emphasis on the laundering of the delicate and valuable fabrics women have bought or are considering for their own Easter Parade.

Mother's Day must be mentioned here although you probably promoted washers to "mother" the first year you were in business. It is still almost a must for your laundry promotion schedule. Don't overlook this theme—promoting the idea of the children and Dad giving Mom a new automatic washer, dryer or combo for her day. Many children talk their father into such a gift.

"Freedom" from laundry problems makes a good theme for a washer-dryer promotion the week before July 4. One manufacturer suggests it as a "freedom festival" with your advertising hitting: the freedom from drudgery of laundry day by using the new washers and dryers that help the wife do the laundry safely and easily.

Labor saving at Labor Day gives you both an attention-getting seasonal theme for the week before Labor Day and also one you can angle directly to the clothes washing and drying problems mothers face the next week when school opens. One manufacturer suggests "Take the Labor out of Livin'" as a headline to introduce Labor Day specials.

Welcome the seasons promotions give you three excellent chances a year to hit the wife with a theme tied to laundering problems she faces with the new type of clothes the family is buying. Feature how easily and safely your new washers, dryers and combo wash and dry the new clothes the family gets as spring, summer and fall arrive—tie your timing to March 21, June 21 and Sept. 21, the dates each season begins.

Silver service is one of hundreds of premium ideas that has worked to get laundry sales from brides and new homemakers (don't overlook couples moving from apartments to their first home). For prospects of all ages try the popular stainless steel "second sets" as premiums; use them in promoting automatic washer replacement sales.

Baubles are favored as closers in certain markets. Get them from premium houses—"diamond" studded watches, gaudy silver bowls, etc., if you have customers who go for that stuff. Don't forget junk toys for the kiddies.

Use premiums in trade for very old washers—junkers for which your dollar offer would be disappointing to prospects. You'll make out better giving a \$50 list premium that costs you \$20, than giving \$40 for the clunker.

Use your warehouse as a twice-yearly sales floor to step up your sales of laundry appliances. Or use a parking lot, rent a vacant store or hall, even rent a tent, to achieve the warehouse effect. Your distributor usually has some washer and dryer models available to help you offer real bargains, but your prices don't have to be much lower, if any, than on your normal sales floor. It is the atmosphere, excitement and "buying fever" that you instill that moves merchandise.

Rent out your washers, dryers or combos. This can be either a long range business or a promotion to develop sales—usually both. But don't ad lib the idea. Get professional help. At least one manufacturer has the plan completely detailed with legal angles, suggested contract forms, advertising copy, methods of converting rental prospects to customers. Watch the rental idea carefully—it could become very big with combos.

Promote through "atmosphere." You can use this type of promotion as a fill-in when more timely ideas are not available. Normally used for ranges, you can make the idea work for your laundry appliances. Pick a locale—one manufacturer suggests Mexico, but your market may suggest European or Mediterranean. Decorate the store in reds, yellows and orange, use Mexican hats, serapes, etc. In your laundry selling center put a display of primitive washing methods used by Mexican Indians and rural natives. Contrast with a senorita demonstrating your latest washer, dryer or combo. If you entertain, use Mexican string trio, serve hot tamales, enchiladas and tacos.

Be old fashioned, go "gay nineties"—good for a storewide promotion, excellent for laundry. Dress up store with relics of 70 years ago. Put salesmen into derbies, fancy suits, vests, with spats and handlebar moustaches. Get hold of a few ancient washing machines for your window or laundry area. Have a tired dissheveled dummy washing or

at least posing wearily over an ancient washer. Contrast with another model sparkling fresh at one of your new machines.

Share your luck sale: Maybe you'll call it a "special purchase" sale but feature your chance to share savings with your customers—savings your distributor gave you on a special lot of washers and dryers. Be sure you get a good buy before you offer to share it, and do it only with middle of the line or higher models.

Go out of this world with your washers, dryers and combos—put on a "space age" promotion. Blast off—countdown—zero in. Similar language and space age illustrations can be good attention getter, particularly suitable for a promotion of your combination washer-dryer.

Bed linen sets are a perfect match to home laundry promotion. Give them as a premium to any new homemaker who buys a combination washer-dryer. Use direct mail to promote this premium. Check the society columns for names and send out a new mailing every two months.

Plan a "home laundry week" for your community with the other dealers. Pull every stop. Get a picture of the mayor "washing his dirty linen in public." Use chamber of commerce bulletins. Call your group the "Committee To Make (your town) The Cleanest In The Nation." Offer special deals every other day: Monday becomes "automatic washer day," Wednesday "dryer day," Friday "combination washer-dryer day." Wind up on Saturday with demonstrations and prizes in all stores and a community-wide drawing for a combo or a washer-dryer pair.

Run a "better laundering" newspaper column once a week. You can do it alone or cooperate with other dealers. Your newspaper advertising department will be glad to arrange for you to have the same page location every week, and its experienced promotion men and your manufacturer can supply you with editorial copy on soaps, detergents, wash-and-wear, etc. Take advantage of reader interest by offering a premium for a visit to your store for a demonstration.

The Language Of Laundering

Increase your ability to sell laundry appliances by learning the language of laundering, becoming better able to understand what your customers are talking about or what they want to know about when you discuss their clothes washing and drying problems.

Here are important selections from "Recommended Standard Home Laundering Terms" compiled by the American Home Laundry Manufacturers Assn.

All-Purpose Detergent (heavy-duty detergent, built-in detergent): A detergent which, in addition to the organic active ingredients, has moderately alkaline builders added to improve cleaning and to soften water. It may also include brighteners, an anti-redeposition agent, and oxygen-type bleach, and a corrosion inhibitor. It may be liquid or granular, high-sudsing or low sudsing.

All-Purpose Soap (heavy duty soap, built soap): A soap which has moderating alkaline builders added to improve cleaning and/or to soften water; it usually includes a brightener.

Anti-Static Agent: A laundry aid which may be added to the final rinse to prevent build up of static electricity which causes crackling and clinging in some fabrics, especially during drying and wearing.

Bleach: A chemical substance which removes stains of soils or changes their color by oxidation or reduction.

Bluing: A blue coloring material added to wash or rinse which, by imparting a blue cast to them, makes white fabrics appear whiter but does not permanently change the color.

Brightener (optical dye, fluorescent dye): A substance which adheres to fabrics in the manner of dyes to produce improved whiteness or brightness

of fabrics by converting invisible ultraviolet light to visible light.

Buffering: The process of adding soft, dry absorbent fabrics, such as terry cloth towels, to "cushion" wet clothes in a dryer. Buffers may also be used in a washer to balance small loads and to cut down washing action.

Builder: An inorganic material, usually moderately alkaline, added to an all purpose soap or synthetic detergent to improve cleaning effectiveness and/or to soften water.

Chlorine Retention: A characteristic of certain resin finishes. These chlorine retentive finishes retain chlorine from chlorine bleach, and cause the fabrics on which they are used to smell of chlorine, or to turn yellow, or to become damaged on exposure to heat.

Colorfast: A characteristic of fabric color which will not fade, bleed or run noticeably during laundering. In home laundering used in several senses:

(1) Colorfast under normal home laundry conditions, e.g., hot water, normal wash time.

(2) Colorfast under extended home laundry conditions, e.g., very hot water extended wash time in the presence of bleach.

(3) Colorfast only under limited home laundry conditions, e.g., warm water, short wash time.

Conditioning: (1) The process of running clothes through wash operations without detergent using a non-precipitating water softener for the purpose of removing soap curd and/or other accumulations which may result in greying, dulling or yellowing. This is sometimes called stripping. (2) The process of tumbling dry clothes in dryer to remove wear or use wrinkles.

Detergent: A compound which has ability to remove soil and to emulsify, dissolve, and/or hold it in suspension in a washing solution. Home laundry usage currently limits meaning to synthetic, non-soap compounds which are distinguished from soap principally in that they do not form lime soap in hard water: i.e., synthetic detergent, syndet, and detergent are used interchangeably.

Soaps technically are also detergents, but in current popular usage are not referred to as such.

Diaper Laundry Aid: A powder, liquid, or tablet formulated to control the growth of bacteria such as those forming ammonia in diapers and/or to soften them.

Drip-Dry Garment: A minimum care garment which cannot be completely laundered automatically, because the fabric or finish does not permit spinning, wringing, or squeezing.

Fabric Softener: A rinse additive product which gives softness or fluffiness to all washable fabrics, which reduces wrinkling, makes ironing easier, which may have anti-static properties; and which may have bacteriostatic properties. It may contain a brightener.

Fluffing: Tumbling dry fabrics in a dryer, generally with no heat to remove wrinkles, matting and even light dust or lint.

Iron Filter: A device on the water system to remove iron from the water before use. There are two types; a mechanical ion exchange water softener attached to the water system which will remove ionized iron (iron in solution); a fabric filter attached to the water faucets leading to the washer which will remove iron in the form of rust.

Light-Duty Detergent (unbuilt detergent): A washing produce, usually unbuilt or mildly built designed for care of fine fabrics, lightly-soiled laundry and hand dishwashing.

Pretreatment: The act of preparing fabric for better laundering by one or a combination of the following: Rubbing detergent or detergent solution on heavily soiled areas of clothing, removing stains, soaking, etc.

Pre-Wash: (1) The period before the regular wash during which clothes are tumbled or agitated in washing solution. It may be automatically or manually controlled. (2) A short period of agitation of clothes in the full amount of water before regular washing begins.

Resin Finish: Organic finishing agent applied to some fabrics to give them crease-resistance, shrinkage control, water repellency, etc. This application usually results in a chemical modification of the fiber itself.

Rinse Conditioner: A neutral and non-precipitating water conditioner, used in the first or deep rinse, having the power to hold water hardness minerals in solution to prevent redepositing of soap curd and to redissolve or strip lime soap deposits and/or other residues which have previously accumulated.

Soap Curd (soap film, lime soap): Water insoluble material that forms when soap combines with hardness salts such as calcium and magnesium in hard water.

Sodium Perborate Bleach: A mild powdered bleach of the oxygen type which can be used on all fabrics.

Synthetic Starches: Sizing agents consisting of either a relatively permanent plastic material, usually synthetic resins, or as soluble plastic material, usually carboxymethyl-cellulose. The former lasts through several washings, the latter is removed by the next washing.

Tempering Rinse (replacement rinse): A rinse in which the hot or warm wash water is replaced by fresh cold water to reduce the temperature of the clothes before the spin phase of the cycle.

Vegetable Starches: Fabric sizing agents derived from vegetable sources—materials which give body to and improve the finish of a fabric and make washing and ironing easier. These are: (1) The hot water variety (dry) which requires hot water for best results and may or may not be cooked. (2) The instant variety (dry or liquid) that does not require hot water.

Wash and Wear Garment: A garment which can be washed, dried and worn again, with little or no ironing, dependent on personal preference. Most of these can be machine washed.

Washing Wrinkles: Wrinkles in fabric formed at any time during wash, rinse, or spin actions.

The Language Of Laundry

Automatic Washer: A power-driven device for washing fabrics which fills itself with water at a set temperature or as near that temperature as the water delivered to the washer permits, washes, rinses, extracts water, and stops—all upon one setting of the controls without further attention by the user.

Capacity: The term may be used in three senses: (1) The quantity of garments or other household fabrics that a machine will wash satisfactorily; (2) The quantity of laundry a dryer will dry satisfactorily; (3) The quantity of water a tub or machine will hold.

Combination Washer-Dryer: A power-driven device for both washing and drying fabrics which combines the functions of an automatic washer and an automatic dryer in one continuous operation upon one setting of the controls. Can also be operated as washer only or as a dryer only.

Compensating Wringer: A wringer which automatically adjusts the pressure according to the thickness of the fabric going between the rollers.

Condenser Dryer: An appliance designed to remove moisture from fabrics by evaporation and then: (1) To remove moisture from air inside dryer by a condensation process in a "sealed" unit without air intake or exhaust (Water Condenser Dryer) or (2) to remove moisture from air as it is exhausted from dryer (Air Condenser Dryer).

Cool-Off Period: A time at the end of a drying cycle when tumbling continues with no heat entering the dryer, thus reducing the temperature of the clothes.

Cycle: A complete sequence of operations, from start to finish, in a home laundry appliance. Cycles may be given different names, depending on the laundering conditions in each phase of the cycle.

For example: Regular cycle, short cycle, delicate fabrics cycle, wash and wear cycle, and the like.

Dispenser: A device for dispensing laundry supplies into the wash or rinse cycles. It may dispense detergent, bleach, bluing, water conditioner, fabric softener or dye.

Dry Load: A load of garments or other household fabrics which has no more than normal moisture content under room conditions.

Extraction: The removal of water from washed or rinsed fabrics by draining or dripping (gravity), wringing (pressure, squeezing or twisting), or spinning.

Inner Tub: A movable compartment in an automatic washer in which the clothes are placed for washing, rinsing and extracting—sometimes called the wash basket.

Lint: An accumulation of small fiber particles released from fabrics as a result of abrasion, wear, flexing, ravelling, or natural shredding.

Load: (1) Amount of clothes or other household fabrics placed in a home laundry appliance for a single cycle of washing and/or drying. (2) Amount of fabrics which can flex freely in washing solution in a washer. (3) Amount of clothes

which can tumble freely at one time in a dryer for good results without resulting in unnecessary wrinkles. The weight of a load may vary according to washer, dryer, and type of fabric.

Metered Fill: A mechanically operated device for putting a specific amount of water into an automatic washer. The amount is determined by liquid level, volume flow, or some other method not involving timing.

Overdrying: The removal of the natural moisture from the clothes. All fibers, especially natural fibers, have residual moisture which is desirable and should not be removed.

Overflow Wash or Rinse: The process of removing dirty water and insoluble material from the solid inner tub of an automatic washer by overflowing the tub with or without agitation. This process can serve as a tempering rinse.

Portable Washer: (1) A power-driven or hand-operated washer that is small enough to be carried about. (2) This term may also refer to a major home laundry appliance on rollers or wheels.

Reset Control: A device which starts the washer dryer or combo at the same point at which it was interrupted due to off-balance load, motor overheating, door opening (in some cases), etc.

Safety Release: A safety device which quickly releases pressure between wringer rollers.

Semi-Automatic Washer: A power-driven fabric washing device which performs filling, washing, rinsing, and water extracting functions without the user's removing the fabrics, but which requires that one or more of the operations be controlled by setting controls after the original setting.

Spray Rinse: The process of rinsing clothes with jets of clear water while they are spinning or tumbling in washer tub.

Thermostat: A regulating device which maintains temperature, as set by the operator or as preset when the machine is built, of water in or entering a washer or air in a dryer.

Time Fill: The use of a timer to determine the amount of water entering the tub of a washer by controlling the length of time filling takes.

Top-Loading Washer: A washer which accomplishes the washing action through a centrally located agitator, and thus is loaded through a top opening.

Tumble Washer: A washer in which washing action is accomplished by revolving the wash basket or drum around a horizontal or (in some cases) a near-horizontal axis.

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DRUM DATA		CONTROLS		TEMPERATURE DEGREES	INTERIOR LIGHT	CABINET DATA		OTHER FEATURES	SUGGESTED RETAIL PRICE
TYPE	FINISH	NO.	TYPE SETTINGS			INSULATION	FINISH		
Solid	Porc.	2	Timer & Heat Selector	155 Max.	No	No	Porc. Top, Acrylic Finish	Safety Start Switch, 110v Or 220v Operation	None
		1	Automatic	155 Max.	Yes			Safety Start Switch, Stand. Auto. Dry Control, Foot Pedal, Magnetic Door, 110v Or 220v	
		1	Automatic	155 Max.	Yes			Auto. Dry Control, Fluorescent Lamp, Foot Pedal, Magnetic Door, Safety Start Switch, 110v Or 220v	
		2	Automatic & Heat Selector	Variable 100-180	Yes			Delux Auto. Compensated Dry Control, Foot Pedal, Magnetic Door, Auto. Damp Dry & Economy Dry, Safety Start Switch, 110v Or 220v	
		2	Automatic & Heat Selector	Variable 100-180	Yes			Auto. Compensated Dry Control, Foot Pedal, Air Freshener, Magnetic Door, Auto. Damp Dry & Economy Dry, Safety Start Switch 110v Or 220v	
Extruded Perforations	Zinc Coated	2	Timer & 4-Pos. Heat Control	Air-Low-Med. High	No	Yes	Enamel		Open
			Same	Same	No				Open
			Dual Cycle Timer & 5-Pos. Fabri-Dial	Air-Blends-Knits-Wool-Cotton	Yes			(1)	\$249.95
			Same		Yes			(1)	269.95
			Same					(1)	219.95
			3 Cycle Timer & 5-Pos. Fabri-Dial					(2)	219.95
								(2)	199.95
							Porc. & Enamel	(3)	319.95
							Same	(3)	299.95
							Same	(3)	269.95
(1) Sun-E-Day Lamp, Lighted Control Area, Double Panel Door, Chrome Cabinet Trim (2) Deluxe Trim, Phenolic Port Ring (3) Fluorescent Lighted Backguard, Foot Pedal Door Opener, Lint Screen Switch, Gold Trim Elements.									
Solid Wall, Perforated Ends	NI	2	Full Pushbutton Program Thermostats	150 Max.*	Yes	None	Porc. Top, Synthetic Body	Foot Pedal; Flour. Lite; Safety Start	None
Perforated Wall		2	Same	175 Max.	Yes	Fiberglass		Same	
Solid Wall, Perforated End		3	Timer & 2 Thermostats	150 Max.	Yes	None		Same	
					Yes			Foot Pedal Safety Start	
					No			Safety Start 220v Or 110v	
					No			Same	
					No			Same	
* All Above Temps Are Clothes Temps.									
Solid	Porc. Enam.	2	Flexible Time Selection; Heat Or No Heat;	2	No	None	Acrylic Enam.	Cool-Off Tumbling	None
			Same	2	No		Same		
			Same Plus Wash-Wear	3	No		Same		
			Fabric Guide; Temp. Select; Heat Or No Heat; Wash-Wear	3	Yes		Porc. & Acrylic		
			3 Settings For Auto Termination. Heat Or No Heat; Wash-Wear	3	Yes		Same		
			Flexible Time Selections; Heat Or No Heat	2	No		Acrylic	Cool-Off Tumbling; Standing Pilot	
			Same	2	No		Acrylic	Same	
			Same Plus Wash-Wear	3	No		Acrylic	Same	
			Fabric Guide; Temp. Select; Heat Or No Heat; Wash-Wear	3	Yes		Porc. & Acrylic	Cool-Off Tumbling; Elect. Ignit.	
			3 Settings For 3 Auto. Term., Heat Or No Heat, Wash-Wear	3	Yes		Same	Same	

AN EM WEEK EXCLUSIVE:

Specifications For 1962 Automatic Home Laundry—Dryers

TRADE NAME & MODEL NUMBERS	FUELS	DRYING PRINCIPLE	TUB CAPACITY (lbs)	VENTING	DRYING CYCLES		FAN DATA			HEATER DATA			LINT TRAP	
					NO.	TIME (min.)	TYPE	SIZE (in.)	LOCATION	WATTS	BTU	LOCATION	SIZE	LOCATION
MARQUETTE - Marquette Corp., 307 E. Hennepin Ave., Minneapolis 14, Minn.														
EN10A	Elect.	Vacuum	10	Multiple	8	90	Plastic	8	Rear	5,000	25,000	Rear	130 Sq. In.	Top
GN10A	Gas				8									
EN10D	Elect.				6									
GN10D	Gas				6									
EN10B	Elect.				2									
GN10B	Gas				2									
MAYTAG - The Maytag Co., Newton, Iowa														
DE701W	Elect.	Water Condensation	*	No-Vent	5	50	None			4,300		Upper Right	Large	Lower Right Front
DE701	Elect.	Circular Air-Flow		4" Back- Sides	5	50	Pull	8	Centered Behind Drum	4,800		Circles Drum	8 In. Diam	Centered In Drum
DG701	Gas				5	50					18,000	Lower Left		
DE700	Elect.				3	120				4,800		Circles Drum		
DG700	Gas				3	120					18,000	Lower Left		
DE500	Elect.				4	NI				4,800		Circles Drum		
DG500	Gas				4	NI					18,000	Lower Left		
DE300	Elect.				3	120				4,800		Circles Drum		
DG300	Gas				3	120					18,000	Lower Left		
DE100	Elect.				NI	NI				4,800		Circles Drum		
DG100	Gas				NI	NI					18,000	Lower Left		
* Do Not Rate By Pounds--Average Washer Load Is Average Dryer Load.														
NORGE - Norge Sales Corp., Merchandise Mart Plaza, Chicago 54, Ill.														
321-170	Elect.	Blower	10 (Dry)	5 Way	NI	NI	1	21	Rear	4,200		Rear	14x18 In.	Bottom
321-470	Gas										18,000			
321-180	Elect.									5,600				
321-480	Gas										22,000			
322-180	Elect.									5,600				
322-480	Gas										22,000			
324-180	Elect.									5,600				
324-480	Gas										22,000			
PHILCO-BENDIX - Philco Corp., "C" & Tioga Sts., Philadelphia 34, Pa.														
D624	Gas Or Elect.	Low Heat With High Air Flow	10	Multiple	3	60- 60- 30	170 cfm	NI	Under Cylinder	4,750	30,000	Back Of Drum In Elect.; Under Drum In Gas	Large	Behind Front Service Door
D-626	Gas Or Elect.	Same, Plus Auto. Dry	12	Multiple	3	Auto.	170 cfm	NI	Same	4,750	30,000	Same	Large	Same
RCA-WHIRLPOOL - Whirlpool Corp., Benton Harbor, Mich.														
LJD97	Gas	Negative Pressure System	20 (Wet) 10 (Dry)	4" Stack Where Needed	4	Auto., 65- 20, Air	Centrifugal Squirrel Cage	8	Right Rear		37,000 To 8,000 Modula- ted Heat	Left Bottom	NI	Top
LJD92	Elect.									5600 To 2000 Modu- lated Heat		Left Rear		
LJD96	Gas										37,000 To 8,000	Left Bottom		
LJD91	Elect.									5600 To 2000		Left Rear		
LJD76	Gas				8	3-Auto. Reg. 2- Auto. Del. 3-Wash- Wear					37,000	Left Bottom		
LJD75	Gas				8	Same					37,000	Left Bottom		
LJD70	Elect.				8	Same				5600		Left Rear		
LJD46	Gas				3	1-Reg. 1-Del., 1- Wash-Wear					25,000	Left Bottom		
LJD45	Gas				3	Same					25,000	Left Bottom		
LJD40	Elect.				3	Same				5600		Left Rear		
ROPER "DRY-AIRE" - Geo D. Roper Sales Corp., 2207 W Station, Kankakee, Ill.														
835	Gas	2 Air Stream	9	3 In Vent Max. 18 Ft. With 2 Elbows	1	130	90 cfm	6	Right Base		18,000	Top Right	20 x 14 1/2	Base Middle

DRUM DATA		CONTROLS		TEMPERATURE DEGREES	INTERIOR LIGHT	CABINET DATA		OTHER FEATURES	SUGGESTED RETAIL PRICE
TYPE	FINISH	NO.	TYPE SETTINGS			INSULATION	FINISH		
Solid	Porc.	2	Thermo.	155	Yes	None	Porc. Top, Enam. Cab	Ozone Interior Light	None
↓	↓	↓	↓	↓	↓	↓	Same Enamel	Same Light	↓
↓	↓	↓	↓	↓	No	↓	↓	↓	↓
↓	↓	↓	↓	↓	No	↓	↓	↓	↓
Perforated	Porc.	5	Electronic Control; Air-Fluff & Time Dry (All On Dial)	175	Yes	Fibre-glass	Porc. & Enam	Safety Door; Wash-Wear Chime; Zinc Steel Cabinet	\$ 329.95
Solid	Porc.	5	Same	145	↓	None	↓	Incoming Air Filter; Sprinkler; Safety Door; Zinc Steel Cab. Wash-wear Chime	299.95
↓	↓	5	Same	145	↓	↓	↓	Same	329.95
↓	↓	3	Timer Dial; Pushbuttons	155-135	↓	↓	↓	Same Plus Ozone Lamp	269.95
↓	↓	3	Same	155-135	↓	↓	↓	Same	299.95
↓	↓	4	Electronic Control, Pushbuttons Only	145	No	↓	↓	Chime On All Settings; Signal Light; Safety Door; Zinc Steel Cabinet	249.95
↓	↓	4	Same	145	↓	↓	↓	Same	279.95
↓	↓	3	Timer Dial; Pushbuttons	155-135	↓	↓	↓	Safety Door, Zinc Steel Cabinet	209.95
↓	↓	3	Same	155-135	↓	↓	↓	↓	239.95
↓	Zinc Steel	1	Timer Dial	135	↓	↓	↓	↓	Open
↓	Same	1	Same	135	↓	↓	↓	↓	Open
Solid	NI	2	↓	NI	No	No	Enamel	↓	None
↓	↓	↓	4 Ways	↓	↓	↓	↓	4 Ways Of Drying	↓
↓	↓	↓	↓	↓	↓	↓	↓	↓	↓
↓	↓	↓	↓	↓	Yes	↓	↓	Sprinkler	↓
↓	↓	↓	↓	↓	↓	↓	↓	Sprinkler	↓
Solid	Porc.	2	1-Knob Controlling Time-1 Light Switch	155 Max.	Yes	No	Paint	Criss Cross Tumbling; Lighted Control Panel; Flush Installation; Automatic Dewatering Cycle, Quick 'n Quiet	None
Solid	Porc.	6	3 Cycle Buttons; 1 Off; 1 Moisture Measure 1 Light Switch	155 Max.	Yes	No	Porc. Top; Painted Body	Same Plus Automatic Dry; Moisture Measure Control	None
Unitized With Perforated Rears	Paint	1*	Modulation Heat Input Decreases Throughout Drying Cycle	170**	Yes (Also Fluor. Backguard Light)	Not Necessary	Acrylic Paint (Porc. Available On Request)	Sprinkler; Auto. Glow Coil Ignit Ultraviolet Lamp	None
↓	↓	↓	↓	145	↓	↓	↓	Sprinkler; Ultraviolet Lamp	↓
↓	↓	↓	↓	170	↓	↓	↓	Auto. Coil Ignit.; Ultraviolet Lamp	↓
↓	↓	↓	↓	145	↓	↓	↓	Ultraviolet Lamp	↓
↓	↓	2	Drymaster; 165-Regular 135-Delicate	165	Yes (Also Incand. Backguard Light)	↓	↓	Auto. Glow Coil Ignit., Ultraviolet Lamp	↓
↓	↓	↓	Same	165	Same	↓	↓	St Pilot; Ultraviolet Lamp	↓
↓	↓	↓	Drymaster; 145-Regular 125-Delicate	145	Same	↓	↓	Ultraviolet Lamp;	↓
↓	↓	↓	(Time & Temp.) 165-Regular 135-Delicate	165	Yes (Also Incand. Dial Area)	↓	↓	Auto. Glow Coil Ignit.; Ultraviolet Lamp	↓
↓	↓	↓	Same	165	Same	↓	↓	St Pilot Ignit.; Ultraviolet Lamp	↓
↓	↓	↓	(Time & Temp.) 145-Regular 125-Delicate	145	Same	↓	↓	Ultraviolet Lamp	↓
* Push-To-Start Button				** Max. Exhaust Temps					
Extruded Holes	Bonderized Finish	3	2 Fixed 1 Adjustable	180 Max. 130 Min.	Yes	Fibreglass; Asbestos Strip; Front Panel	Moretta Bonderized	↓	229.50

AN EM WEEK EXCLUSIVE:

Specifications For 1962 Automatic Home Laundry—Dryers

TRADE NAME & MODEL NUMBERS	FUELS	DRYING PRINCIPLE	TUB CAPACITY (lbs)	VENTING	DRYING CYCLES		FAN DATA			HEATER DATA			LINT TRAP	
					NO.	TIME (min.)	TYPE	SIZE (in.)	LOCATION	WATTS	BTU	LOCATION	SIZE	LOCATION
SPEED QUEEN – Speed Queen, A Div. of McGraw-Edison Co., Ripon, Wis.														
111	Elect.	Vacuum	Standard	Top Or Rear 4" Diam Duct	2	Auto. & Time 60 Max.	Suction	7	Upper Rear	4800		Back Of Cylinder	11" Diam	In Loading Door
110	Elect.				1	Time 120 Max.				4800				
110F	Elect.				1	Same				4800				
140	Gas (Auto. Ignit.)				2	Auto. & Time 60 Max.					20,000			
139	Gas (Pilot Ignit.)				2	Same								
137	Gas (Pilot Ignit.)				1	Time 120 Max.								
137F	Gas (Pilot Ignit.)				1	Same								
		↓	↓	↓			↓	↓		↓	↓	↓	↓	↓
WESTINGHOUSE – Westinghouse Electric Corp., 246 E. 4th St., Mansfield, Ohio														
DAC-30	Elect.	Direct Air Flow	10	Outside	5	NI	Centrifugal	7	Exhaust	5400		Inlet	NI	Top Panel
DCC-30			10		4			7						
DGC-30			10		3			7						
DLC-30			10		3			7						
D-125			9		3			10	Inlet	4600				Flue Collar
D-127	↓	↓	9	↓	3		↓	10	Inlet	4600		↓	↓	Flue Collar
ZENITH-Marquette Corp., 307 E. Hennepin Ave., Minneapolis, 14, Minn.														
EN10A	Elect.	Vacuum	10	Multiple	8	90	Plastic	8	Rear	5,000	25,000	Rear	130 Sq. In.	Top
GN10A	Gas				8									
EN10D	Elect.				6									
GN10D	Gas				6									
EN10B	Elect.				2									
GN10B	Gas	↓	↓	↓	2		↓	↓	↓	↓	↓	↓	↓	↓

AN EM WEEK EXCLUSIVE:

Specifications For 1962 Automatic Home Laundry—Washer/Dryer Comb

TRADE NAME & MODEL NUMBERS	FUELS	WASHING PRINCIPLE	WASHER DATA												DRYING CYCLES	DRYING PRINCIPLE
			CAPACITY		CYCLES		CONTROLS	NO. RINSES	DETER- GENT DISP.	WATER CONDI- TIONER	BLEACH INJECTOR	EXTRAC- TION SPEED (RPM)	LID INSTRUC- TIONS			
			DRY (lb) CLOTHES	MAX. HOT WATER (gal)	NO.	TIME										
COMBOMATICS – Easy Appliance Div., The Murray Corp. of America, 128 Spencer St., Syracuse 3, N.Y.																
CDK-G*	Gas	Tumble	10	21	6	Variable	Dial & Pushbutton Programming	2-Spray 2-Deep	None	None	None	250	None	3	Hot Air Exhausted	
CDK*	Elect.												Yes	2	Hot Air & Condenser	
CDK-200V*														3	Hot Air Exhausted	
CDU*														2	Hot Air & Condenser	
CCK-V*														3	Hot Air Exhausted	
CCK-G*	Gas													3	Same	
* Easy 1961 Models																
GENERAL ELECTRIC – General Electric Co., Appliance Park, Louisville 1, Kentucky																
WD660W	Elect.	Tumble	8	22	1 Wash 2 Dry	Variable Fabric	Dials & Pushbuttons	4-Deep	None	Rinse Agent Disp.	Yes	220	None	2	Radiant-Heat- Water Condens- ing	
WD560W	Elect.	Tumble	8	22	Same	Same	Same	4-Deep	None	Same	Yes	220	None	2	Same	
WD860W	Elect.	Tumble	8	22	Same	Same	Same	4-Deep	None	Same	Yes	220	None	2	Same	

AN EM WEEK EXCLUSIVE:

Specifications For 1962 Automatic Home Laundry—Washer/Dryer Combi

WASHER DATA															
TRADE NAME & MODEL NUMBERS	FUELS	WASHING PRINCIPLE	CAPACITY		CYCLES		CONTROLS	NO. RINSES	DETERGENT DISP.	WATER CONDITIONER	BLEACH INJECTOR	EXTRACTION SPEED (RPM)	LID INSTRUCTIONS	DRYING CYCLES	DRYING PRINCIPLE
			DRY (lb) CLOTHES	MAX. HOT WATER (gal)	NO.	TIME									
MAYTAG - The Maytag Co., Newton, Iowa															
340W	Elect.	Tumbler	*	20	9	14 1/2	Dial, Pushbuttons	4	No	Yes	Yes	305	No	3	Water Condensing
440C	Gas	Tumbler	*	20	9**	14 1/2	Same	4	No	Yes	Yes	305	No	3	Air-Flow
* Do Not Rate by pounds-fill loosely to top row of holes in tub ** In Automatic Washer Specs.															
NORGE - Norge Sales Corp., Merchandise Mart Plaza, Chicago 54, Ill.															
CEG40	Elect.	Tumble	9	NI	6*	Variable.	Dial	5	No	No	No	225	No	7**	Hot Air Exhausted
CGG40	Gas						Dial		No	No	No				
CEG80	Elect.						Pushbutton		Yes	Yes	Yes				
CGG80	Gas						Pushbutton		Yes	Yes	Yes				
* Cotton/Linen Light Soil Color-Fast & Non Color-Fast; Cotton/Linen Heavy Soil Color-Fast & Non Color-Fast; Wash/Wear Delicate & Durable. ** 6 Fabric Cycles Plus No-Heat															
O'KEEFE & MERRITT - O'Keefe & Merritt, 3700 E. Olympic Blvd., Los Angeles 23, Calif.															
36	Gas	Tumble	10	20.5	5	*	Infinite With Fabric Dial	5-3 Spray 2 Deep	No	No	Yes, Manual	45	Yes	Auto. Or Timed	Circulating Hot Air
* Wash: 1 1/4-15 Min.; Rinse: 3 Spray, 2 Deep; Dry: 5 Min. Cool-off; 5 Min. Air Fluff															
PHILCO BENDIX - Philco Corp., "C" & Tioga Sts., Philadelphia 34, Pa.															
CE-710	Elect.	Tumble	8	14	7	2-Soak, 2-Wash, 3-Dry	6 Pushbuttons, 1 Timer Knob Giving Full Wash & Dry Control For All Fabrics Including Wash-Wear	3 (1-Flush 2-Deep)	No	No	No	560	No	3 Auto. Dry	Condenser
CG-710	Gas				7	Same	Same						Yes	Same	Vented
CE-712	Elect.				7	Same, Plus Water Saver Knob and Light Switch	Same						No	Same	Condenser
C-714	Gas Or Elect.				10	2-Soak, 4-Wash, 4-Dry	6 Knobs Give Full Water Temp., Water Level And Cycle Control For All Fabrics Including Wash-Wear; Plus Light Switch						Yes	4 Auto. Dry	Vented
C-716	Gas Or Elect.				15	4-Soak, 8-Wash, 3-Dry	9 Knobs Give Full Water Temp., Water Level, Wash-Wear, And Req. Fabric Cycle Control			Reservoir Disp. (3 wks. Supply)	Reservoir Disp. (3 wks. Supply)		Yes	3 Auto. Dry	Vented
RCA WHIRLPOOL - Whirlpool Corp., Benton Harbor, Mich.															
HC-50	Elect.	Filter Stream Wash	10 (3.99 Cu. Ft.)	14.19	10	PreWash Rinse; Normal White; Normal Color; Wash-Wear; Color Wash; Wash Only Spin Only Dry Only Air Tumble Damp Dry	Pushbutton Auto.	3 Filter Stream Rinses	Auto.	No	Time Delayed	525	Yes	On All Wash Cycles Dry Only; Damp Dry; Air Tumble	Auto. Modulation Negative Pressure System
HC-55	Gas	Same	Same	Same	10	Same	Same	Same	Auto.	No	Same	525	Yes	Same	Same
SPEED QUEEN COMPACT-COMBO - Speed Queen, A Div. of McGraw-Edison Co., Ripon, Wis.															
325	Elect.	Tumble	Stand.	15 Max.	2	*	Pushbutton Programming	3-Deep	No	No	Yes	515	Yes	**	Condenser
* Norm. & Delicate (Timer Can Be Set For Either) ** 4 Norm.; Del.; Small; Damp Dry;															
WESTINGHOUSE - Westinghouse Electric Corp., Mansfield, Ohio															
CAB32X	Elect.	Tumbler	10	21	5	Wash-Dry	Dual Controls	3-Deep	No	No	Yes	181	No	Auto, Dry & Time	Direct Air Flow
CAB32C	Elect.	Tumbler	10	21	5	Wash-Dry	Dual Controls	3-Deep	No	No	Yes	180	No	Same	Same
CBB32X	Elect.	Tumbler	10	21	2	Wash-Dry	Dual Controls	3-Deep	No	No	No	181	No	Same	Same

DRYER DATA												CABINET DATA				OTHER FEATURES	RETAIL PRICE
FAN DATA			HEATERS			TYPE VENTING	LINT TRAP		CONTROLS			DRYER TEMP. DEGREES	INTER-LIGHT	INSULATION	FINISH		
TYPE	SIZE	LOCATION	WATTS	BTUS	LOCATION		SIZE	LOCATION	NO.	SETTINGS	TYPE						
None	Closed System		4,600		Upper Left	No-Vent	(Lint Goes Down The Drain)	***			Reg. Wash -Wear, 170 150 Del.	Yes	Yes	Porc. & Enam.	Wash-Wear Chime; Water Heater; Safety Door; Zinc Steel Cabinet	\$549.95	
Pull	8	Right Rear		25,000	Upper Right	4" Back	Same	***			Reg. Wash -Wear, 150 135 Del.	Yes	Yes	Porc. & Enam.	Same Without Water Heater	579.95	
*** No separate drying controls except timer dial-rest automatically controlled by fabric setting under unified controls																	
Bladed	15	Rear	5600		NI	Outside	NI	Center Rear***	2	NI	Dial	NI	No	NI	Baked Enamel	All Models Have 26" Cyclinders And Have Power Cleaning Cycle For Self-Cleaning After Use	None
				NI					2		Dial		No				
			5600						6		Dial & Push-button		Yes				
				NI					6		Same		Yes				
*** Self-Cleaning																	
Suction Blower	6	Downstream From Burner Box		37,000	Burner Box	4 In. Duct.	4 5/16 x 7 1/8	Left Top	3	**		Infinite From 105-185	Yes	Top	Porc. Enam.	Auto. Water Level Control; Stedl-Speed; Wrinkle-Free.	None
** Master, Malory (Timer); Temp. Select. (Ranco) Wash Water Selector, (Hot & Warm)																	
Not Needed			3,600		In Outer Drum	Not Needed	Not Needed	Goes Down Drain	7	Warm Soak; Cold Soak; Hot Wash; Warm Wash; Small Load Dry; Med. Load Dry; Large Load Dry;		NI	No		Porc. Drum And Top; Painted Body	Available With Mobile Home Transi-lok	None
180 cfm				26,000	Below Drum	Multiple	Large	In Top	7	Same							
Not Needed			3,600		In Outer Drum	Not Needed		Goes Down Drain	10	Same Plus Small, Reg. And Heavy Water Level Control						Lighted Backsplash	
180 cfm			5,600	26,000	Same	Multiple	Large	In Top	6	*						Lighted Backsplash And Moisture Measure Control	
180 cfm			5,600	26,000	Same	Multiple	Large	In Top	9	**						Same, Plus Rinse And Bleach Dispenser And Cycle Control	
* Warm & Cold Soak; Hot, Warm, Cold Wash; Warm, Cold Rinse; Wash-Wear, And Heavy Dry And Air Fluff; Moisture Mensure For Damp To Full Dry; ** Same as * Plus Bleach Control; Rinse Conditioner Control Wash-Wear Cycle Control																	
Bladed	8	Rear	5,600		Left Bottom	4" Vent Rear	Automatic Lint Disposal		10	Auto. Cycles		Auto. Modulation	Yes	Yes	Porc. • Top And Disp. Lid; Acrylic Enam. Cabinet	Glass Door; Built-In Water Heater	None
Bladed	8	Rear		37,000	Upper Left	Same	Same		10	Same		Same	Yes	Yes	Same	Same	None
None Needed			3,700		Cylinder Top	None	No		2	Pushbutton		Norm. Del.	No	Yes	***	Compact Size 25 5/8 Wide	None
*** Porc. Top And Door; Cab. Enam. Paint																	
			4,400			Duct				Infinite	Rotary	2	No	NI	Porc.	Program Center; Weighing Door; Water Saver	Local Pricing
			4,400			Condenser	Not Needed			Infinite	Rotary	2	No	NI	Porc.	Same	Same
			4,400			Duct				Infinite	Rotary	2	No	NI	Porc.	Weighing Door; Wt. Sa.	Same

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Publications are funny birds. Almost anybody can claw his way up "to the poorhouse." It's a little more difficult to manage a down-to-earth boom with a solid base. TV GUIDE manages just that. A special interest magazine, its subject matter (television) generally interests everyone. The unforced circulation shows it. The steady advertising gains reflect it. With a prime grip on America's young marrieds and massive food and drug store strength (more than 3 million copies per week), TV GUIDE has a wing span you can use.



Best-selling weekly magazine in America



G-E 1962 top of line washer and dryer, ("Mini-Basket" shown extreme right).

GENERAL ELECTRIC 1962 Laundry Line Features A "2-in-1" Washer

General Electric offers "2-in-1" washers at the top of its 1962 line. The Filter-Flo washer with its 12-lb. capacity now has an additional feature—a small "Mini-Basket" for tiny 1-lb. washbowl loads, which will be sold as part of the two top models in the line.

The "Mini-Basket" is a small plastic basket that can be inserted on top of the Activator when desired, and is designed for delicate loads such as stockings, hankies, cotton gloves, heavy wool socks and other tiny items, and gives the equivalent of hand-washing on delicate or vigorous settings.

With the "Mini-Basket" the washer uses 7½ gal. water instead of 31 gal. used in a regular load.

Styling for 1962 models includes a redesigned black and white backsplash which harmonizes with all color schemes including G-E's mix-or-match colors.

In addition, the 1962 washers and dryers are streamlined to a 25-in. depth to fit flush with counters for a built-in look, and they are standard counter height and depth.

The washers feature Filter-Flo washing system which operates at all water levels. All water is re-circulated and filtered at the rate of 4 gal. a min.; lint is caught in filter; detergent is dispensed evenly throughout the wash load by the non-clogging, moving filter; 5 automatic cycles provide the right combination wash and rinse temperatures, wash and spin speeds and time for all washable fabrics. Other G-E features include illuminated controls; porcelain cover, lid, wash-basket and tub; spin brake with lid interlock which stops washer if lid is opened during the spin cycle.

Two automatic dryers at the top of the 1962 line have 3 new features which include automatic damp dry control, economy dry and compensated control.

The automatic damp dry control allows clothes to dry to desired point preferred for ironing (desired dampness can be adjusted according to personal preference).

By pushing the Econo-Dry button on the back-splash, the dryer switches from hi-speed to Econo-

Dry, which is economical but takes longer. It adjusts itself so clothes will always come out with same degree of dryness regardless of room temperature or dampness. This is done by the use of thermostatic bulbs which measure the moisture in the clothes as well as air temperature coming out of the machine and adjusts the machine accordingly.

Dryers on lower end of line have automatic economy dry control on a timed basis.

Other top of line dryer features include an automatic time and temperature control, an end-of-cycle musical note; automatic de-wrinkler; air freshener; foot treadle door opener; full width door; magnetic door latch, automatic lighting; efficient lint trap; safety start switch and door switch.

In the 1962 combination washer-dryer, an air-cycle combination is added in the free-standing model only. This means the combo will dry by condenser and air, with clothes at body temperature. General Electric Co., Home Laundry Dept., Louisville, Ky.



Despite all the nays, there is a magazine race and what it can stand is a little horse sense. It seems to us "hobby horse" publications are expensive standstills. This is a time for workhorses. And this is a workhorse magazine. Editorially, TV GUIDE travels a single track. Its one concern is television. As a result, the front-running weekly (7,250,000) is strong with readers (who will spend \$50 million for it this year) and flexible for advertisers (62 regional editions covering major TV markets). And it delivers what it promises: the most efficient ride your advertisement can buy.



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new products

CONTINUED

ENTERPRISE Range Stock-a-Door

Phillips and Buttorff has entered the built-in field with a new merchandising concept, Stock-a-Door inventory, to solve the problem of color selection, for gas and electric ranges.

The built-in distributor will now stock a color mixture of built-in oven doors, and as the oven units are sold he will ship the color of door specified for a particular job.

Any door will fit all the models in the Enterprise line (gas or electric). Phillips & Buttorff Corp., Nashville, Tenn.



SUNROC Cool-R-Fridge

Provides properly chilled drinking water as well as 185 deg. hot water for making coffee, etc. It holds foods, beverages, etc. in an accessible refrigerator which also provides ice cubes. Extra refrigerated storage space is made available in the door.

The lower, unrefrigerated door area accommodates an optional rack with storage shelves. It offers a complete refreshment center for offices, lounges, etc. Of hammertone grey finish on cold rolled steel, it has rounded corners; stainless steel top designed without crevices for quick, easy cleaning. Comes in bottle type or pressure type cooler and can be furnished for just cold water, or for cold and hot water service. Sunroc, Div. CF-2, Glen Riddle, Penna.



PACKARD BELL 1962 TV

Packard Bell's new 1962 line of "convertible" color and combination TV-stereo-AM/FM TV receivers, featuring new multiplex FM-stereo and Shaker styling, is announced.

All new models are designed to operate manually or with choice of 2 wireless roto/remote controls which emit ultra-sonic sound waves to regulate volume, change channels and turn set on-and-off. Each may be converted from manual to remote control in 3 minutes.

New "Signature" color line features 3 21 in. models, including 2 Lo Boy consoles and a table model. They are available in walnut, colonial, the recently introduced Italia and Scandia Danish modern.

Three "Award" combination sets offer multiplex FM-stereo in addition to 23 in. "convertible" TV, stereo phono and AM/FM radio. All models feature tambour doors which cover the TV picture tubes when the sets are not in use.

Styling highlight is the Shaker which is currently available in 1 combination model. Other combination finishes include colonial, mahogany, ebony, French provincial and Scandia Danish modern.

Prices: Convertible color TV \$695 to \$995; Radio-phono consoles with FM-stereo \$455 to \$595; Convertible TV-stereo-AM/FM combination consoles \$595 to \$875. Multiplex FM-stereo adapter kit \$30. Packard Bell Electronics, 12333 W. Olympic Blvd., Los Angeles 64, Calif.



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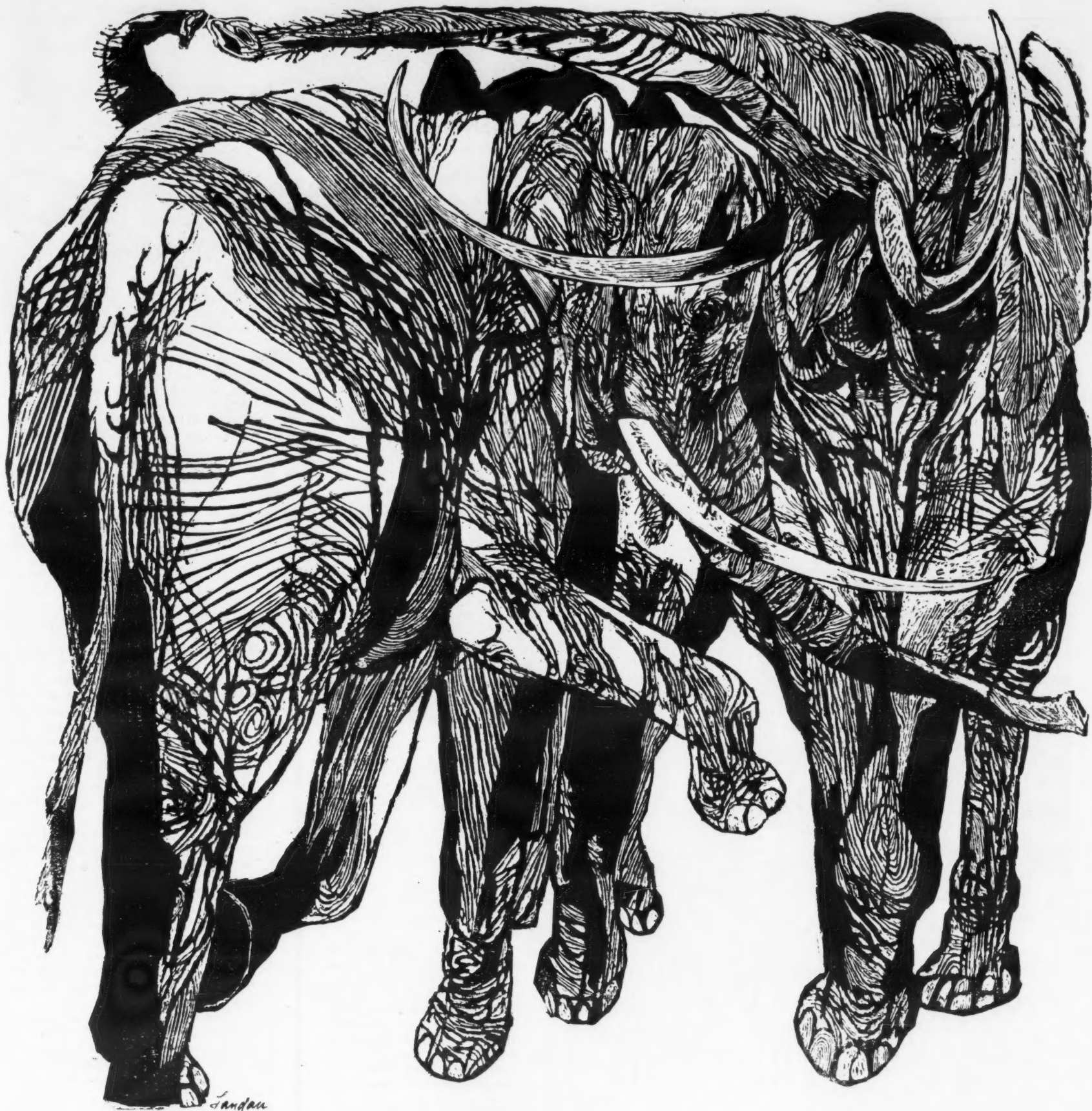


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ELECTRICAL

MERCHANDISING WEEK





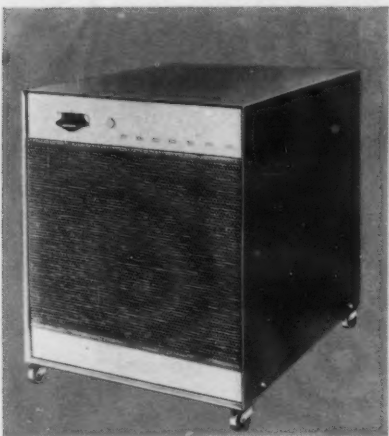
Most magazines (including us) like to trumpet circulation gains. Now an elephantine head count may be important, but how you get your figures counts, too. This year people will spend more money for TV GUIDE than for any other magazine in America. Almost two-thirds of this \$50,000,000 sale will come from copies sold at full cover price. This evidence of positive interest helps explain why TV GUIDE's boom has a solid base. It pays to remember that—when you're trying to make sense out of your magazine dollars.



Best-selling weekly magazine in America

new products

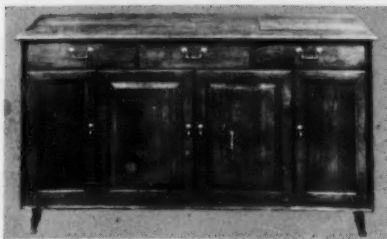
CONTINUED



FEDDERS Dehumidifiers

Three of the 4 newly-styled and engineered Fedders dehumidifiers feature a built-in humidistat, which automatically turns unit on and off to maintain desired humidity level. An automatic custom dehumidifier DHF-5 model includes Fedders' safety flowguard, which turns the unit off when the condensate pan is full and turns on an automatic signal light. Light goes off when the pan has been emptied.

All have concealed, 10 qt., polyethylene condensate pans. The 1/5 and 1/6 hp. compressors remove up to 32 and 48 pt. moisture per 24 hrs. Equipped with casters, they may be wheeled from room-to-room or connected to permanent drains without casters; 115v, less than 19 in. high x 18 x 14 in. Fedders Corp., 58-01 Grand Ave., Maspeth 78, N. Y.



RAVENSWOOD Stereo

Early American cherry wood cabinet houses stereo radio-phono in one of a new line of stereo radio, phono and TV consoles in designer cabinets. No. SRP-2200 features "Reflection Coupler" stereo system, with 6 speakers, a Garrard RC 88 changer, 30w per channel music output.

Price: \$849.95; With TV (SRPTV-2200) \$1,150. Ravenswood, A Div. of Annapolis Electroacoustic Corp., 241 West St., Annapolis, Md.



LEC Undercounter range

DEBON AIRE

Restyled Range Line

Highlight of the restyled Debon Aire range line recently announced by Stiglitz is the LEC slide-in undercounter oven. In addition there are 6 basic electric ovens (single and double oven models) 3 gas ovens and a line of surface units.

The LEC requires no base panel or cabinet, and is designed to slide into place under a continuous countertop without cutting a gap or fitting trim over counter edges. It is especially suitable for compact kitchens and low-cost installations, providing an 18-in. chrome lined oven in a space only 24 in. wide.

Although the standard cooktop for use with the LEC series is a 24-in. electric unit, flexibility of choice is offered in model types and counter locations, also in use of gas or electric tops. The LEC series comes in several versions: with or without automatic oven control and oven window; and with a choice of 4 colors or white on the oven door panel, instead of the brushed chrome.

Basic built-in oven features include a new control panel; new 2-tone control dials; slender handles and convenient broil shield. A thermostat on electric includes broil or rotisserie heat settings and a single setting for fast pre-heat. Complete front servicing, and a choice of chrome lined ovens at no extra cost.

Gas ovens provide a range of features from a standard 2-door oven with automatic control to a fully deluxe automatic model with Roast-minder and rotisserie. Models without automatic controls feature a cooking chart on control panel.

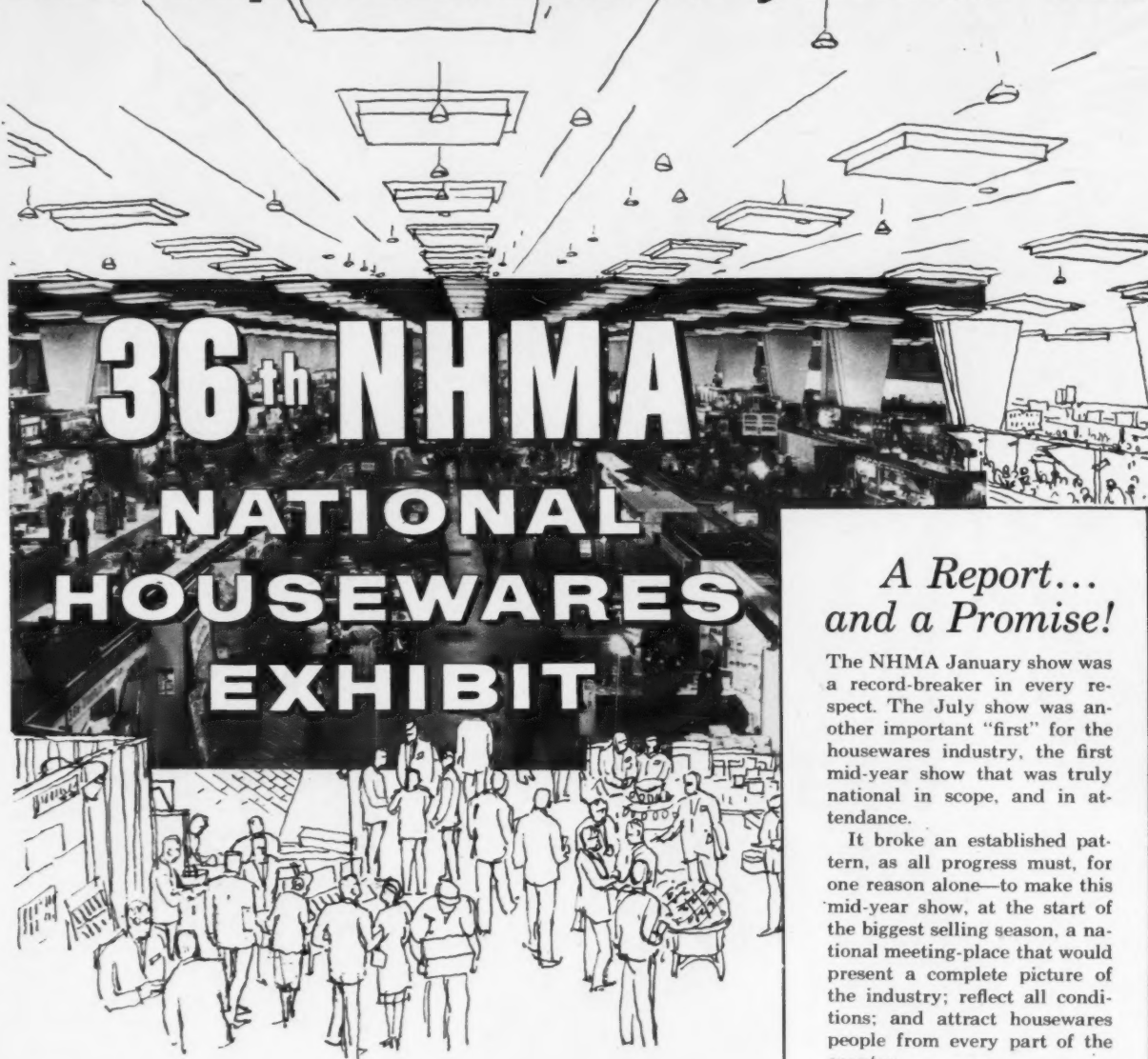
Cooking tops feature top mounted controls and 3 in. depth. There are 5 basic electric cooktop models and 3 gas models with optional Thermo-Magic unit.

Oven finishes are brushed chrome, bronze, yellow, pink, turquoise or white. Cook tops, brushed chrome or bronze. Stiglitz Corp., 2007 Portland Ave., Louisville 3, Ky.



Debon Aire 2-door built-in

First important date for you...in '62!



JANUARY 15-19, 1962

McCormick Place Chicago

Serving the housewares industry since 1938

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION

(Incorporated not for profit)

1130 Merchandise Mart • Chicago 54, Illinois

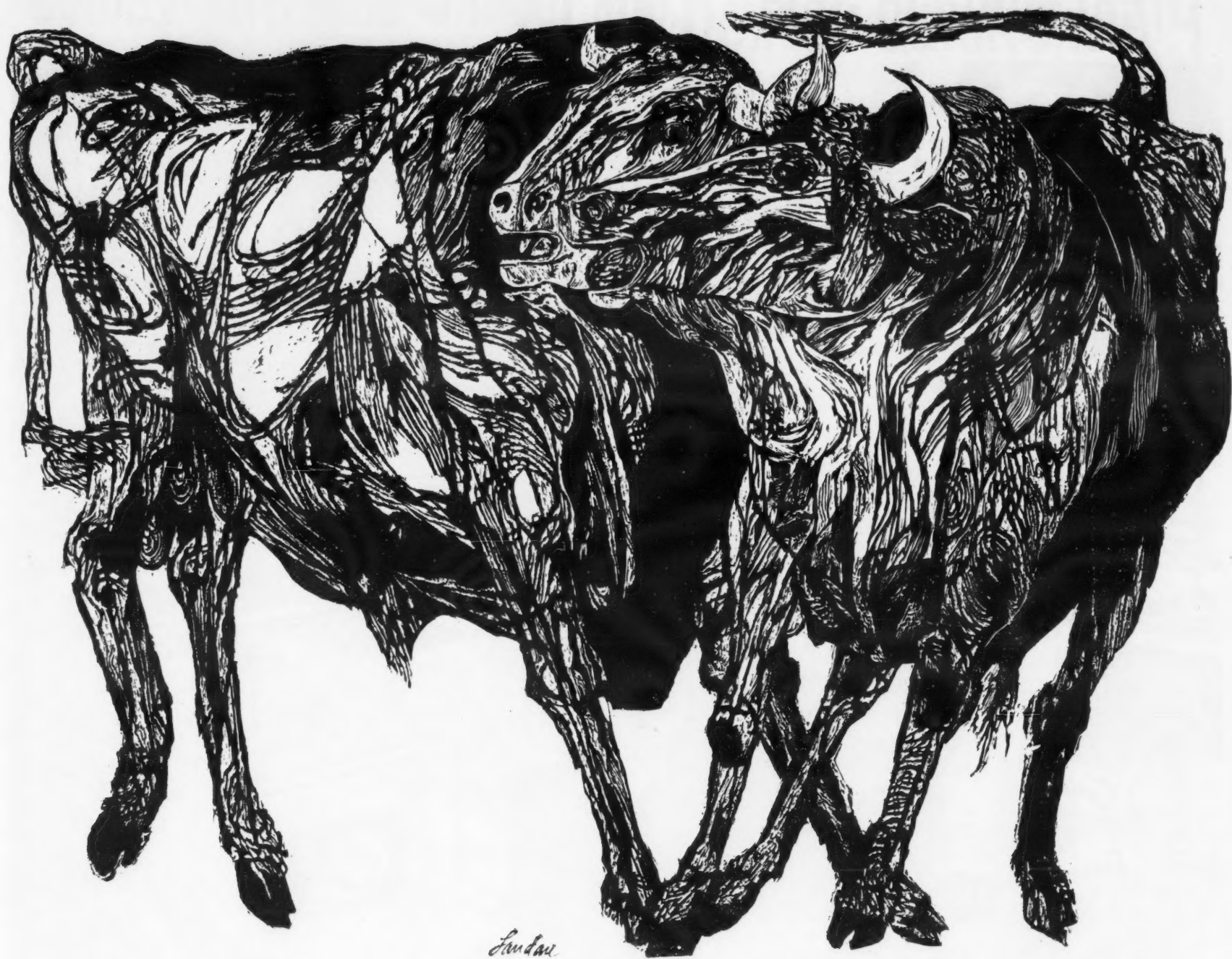
A Report... and a Promise!

The NHMA January show was a record-breaker in every respect. The July show was another important "first" for the housewares industry, the first mid-year show that was truly national in scope, and in attendance.

It broke an established pattern, as all progress must, for one reason alone—to make this mid-year show, at the start of the biggest selling season, a national meeting-place that would present a complete picture of the industry; reflect all conditions; and attract housewares people from every part of the country.

Thanks to splendid cooperation from every quarter, the success of this past show completely corroborated the new pattern.

The purpose, and promise, of the NHMA remains, as always: To serve the best interests of the nation's housewares buyers and sellers, as changing conditions may suggest and permit. The January 1962 show will fulfill that promise more completely than ever.



Competition has a cutting edge that separates the front runner from the also-rans, clearly, emphatically. And few sites provide so public an arena as the supermarket. Here is a battleground for more than 5000 products—including editorial products. And here TV GUIDE is in a bull market. People will buy more copies (about 125 million) of TV GUIDE in food outlets this year than any other magazine in the store. Our customers should be your customers.



Best-selling weekly magazine in America

More than 95,543,701* people will see this theme: "Great Autumn Sale... Look for the Gold Star Values"

*Our estimate—one more if you watch too!



tie-in now...so they
come to your store!

It's nation-wide! It's timed right! And it can pay off right in your own cash register . . . if you plan *now* to tie-in and promote top-of-the-line Gold Star Award-winning Gas ranges.

Look who's ready to help you: Jinx Falkenburg—in national TV commercials! Howard Keel—in spot radio singing commercials—to use in your town! And your local Gas utility people—ready *now* with ad mats, streamers, tent cards, broadsides . . . everything you need . . . plus promotional advice, if you want it.

Look where: on a great new TV show, **THEATRE 62**, that gives you nation-wide

impact in your own selling area! Opening night, October 4th, 10 p.m. Eastern time—**THE SPIRAL STAIRCASE!** First in a series of adaptations for TV by Fred Coe of famous David Selznick productions. Another winner in November, **INTERMEZZO** . . . 10 p.m. November 19th! Both shows carry great new TV commercials on this Great Autumn Sale, to pre-sell your customers on the sale ranges *you'll* feature . . . as a part of the continuing advertising program for the entire Gas industry.

You'll find it pays to join this fabulous promotion . . . just as it pays to sell Gold Star quality! **AMERICAN GAS ASSOCIATION**



*There's money for you
in the magic of these
famous names of ranges
built to Gold Star standards:*

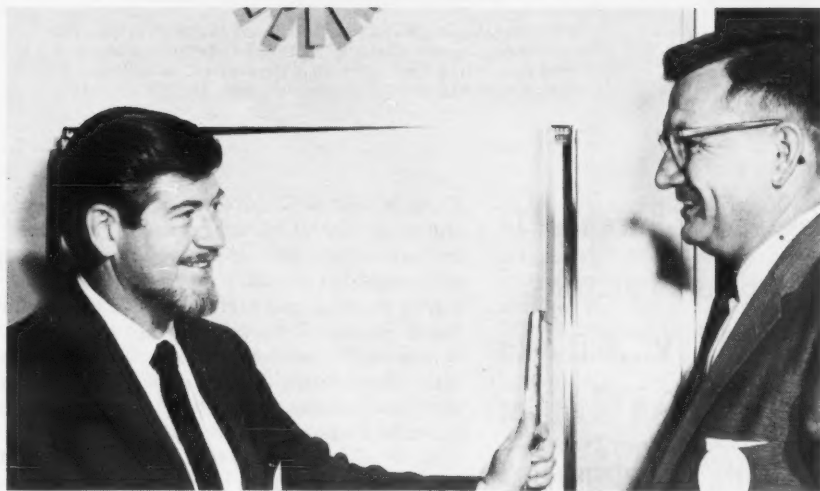
BROWN FEATURAMIC • CALORIC • CROWN
DETROIT JEWEL • EAGLE • GAFFERS &
SATTLER • GLENWOOD • HARDWICK
KENMORE • MAGEE • MAGIC CHEF
MONARCH • NORGE • O'KEEFE & MERRITT
REAL HOST • RCA WHIRLPOOL • ROPER
SUBURBAN VISCOUNT • SUNRAY • TAPPAN
VESTA • WASTE KING-UNIVERSAL
WEDGEWOOD-HOLLY • WELBILT • WIZARD

ELECTRICAL MERCHANDISING WEEK



"More young marriages mean growing teenage interest in cooking," forecasts "Seventeen" magazine whose teen kitchen lures new chefs with homework nook and phone.

New Spur To Teenage Chefs: A Dream Kitchen Come True



Paul McCobb (left), kitchen designer, previews with Lynn Fischer (right), sales manager of Frigidaire's New York office, whose appliances are featured throughout.



Cooking island with indoor barbecue and ultra-fast units, snack wall, refrigerator-freezer, double wall ovens and dishwasher surround young expert in whirl of color.

You can make MORE PROFIT on Dexter Quick Twin

AND MORE SALES WITH DEXTER'S "MONEY-BACK" OFFER

Making a sale is important but what you MAKE on the sale is the payoff. That's why more and more dealers are featuring Dexter Quick Twin. It's unique. Not a "look-alike" with "just-like" features and thin-profits. No other type can wash so fast . . . or wash really dirty clothes so clean-bright without bleaching . . . or cost so little over its lifetime. You can sell the Dexter Quick Twin at full profit and you can sell it in satisfying volume. Ask us to show you!



See your
DEXTER
DISTRIBUTOR
or write . . .

DEXTER

FAIRFIELD, IOWA

Here Is The Best Appliance Truck
Money Can Buy Because Only The

Escort®
OFFERS YOU

EXCLUSIVELY THESE TWO FEATURES

1 **ALL-STEEL RATCHET STRAP
TIGHTENER WITH AUTOMATIC
STRAP RECOIL!**

This new ratchet quickly and easily tightens strap around load. When loosened, spring action automatically rewinds the strap in a neat coil, out of the way and instantly ready for its next use. A real time saver! EXCLUSIVE ON THE ESCORT!

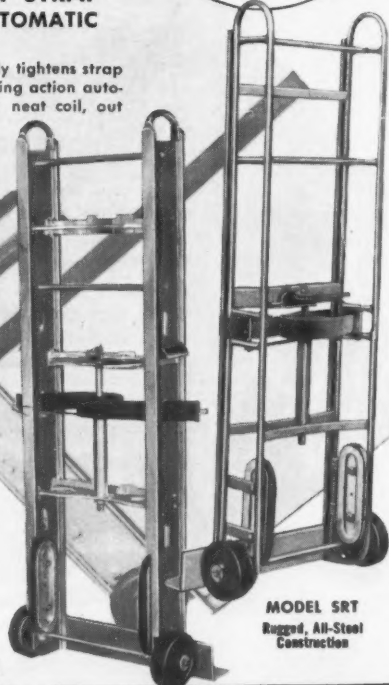
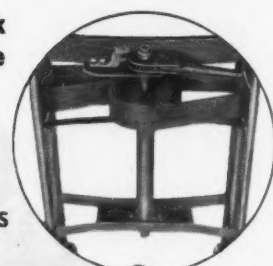
2 **FAMOUS ROLLER
BEARING
CRAWLER TREAD!**

This ESCORT feature allows you to roll the loaded truck up and down stairs with a minimum of time and effort. A real back saver! EXCLUSIVE ON THE ESCORT!

WRITE, CALL OR WIRE
TODAY
For Full Details And
Descriptive Literature

STEVENS APPLIANCE
TRUCK CO.

DEPT. E BOX 897
AUGUSTA, GA.



MODEL SRT
Rugged, All-Steel
Construction

Escort

APPLIANCE TRUCKS

MODEL MRT
Magnesium Light!
Magnesium Strong!

SOLD ON A MONEY-BACK GUARANTEE!

ANOTHER ADMIRAL "FIRST" IN WIDE-ANGLE TELEVISION...

Admiral announces concept in giant



Admiral pioneered and developed 19" picture tube. Movie-square; no cut-off corners. 19" overall diagonal; 172 sq. in. viewing area—10% bigger picture than 17" TV. Now standard in quality portables and compact TV.



Another Admiral "First"—bonded 23" TV. The first movie-square picture in big-screen television. 23" overall diagonal; 282 sq. in. viewing area—20 square inches more picture than 21" TV. Now the standard of the TV industry.

First time ever! Admiral develops a new Super-Screen 27" bonded picture tube! Not only 400 square inches of picture... 53% greater than 21" TV...42% bigger than 23" TV...but also the most brilliant, sharpest picture in TV history! All in a slim cabinet designed to fit any room. Here's the big profit-maker! Here's the big traffic-builder! Here's something new and different to put real sales excitement back on your selling floor! Read the facts and then call your Admiral distributor!

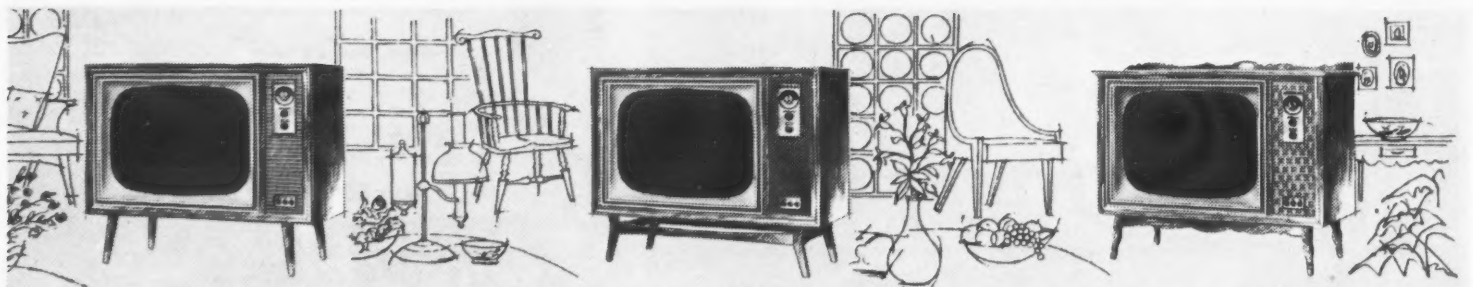
From the engineering and design laboratories of Admiral, where the famous movie-square 19" TV was pioneered and developed...where the first wide-angle 23" bonded TV was produced...now comes another great advance in TV. It's the Super-Screen 27" bonded picture tube!

Admiral's leadership in creating this new kind of wide-angle TV has made it the quality standard of the television industry. Now Admiral takes another dramatic step forward with an all-new 27" bonded picture tube. Not only 400 square inches of picture with remarkable depth and realism... but designed to fit a truly slim cabinet.

New bonded seal on tube
For the first time, a giant screen of this size has an optic-filtered safety glass



Sealed-on safety glass eliminates the separate glass faceplate.



SUPER-SCREEN 27" TV. The Danforth, L2710 Series—A beautiful Contemporary Lo-Boy in walnut, mahogany or blonde oak grained finish on hardboard.

SUPER-SCREEN 27" TV. The Woodbine, Model L2721—Ultra-slim Danish Modern Lo-Boy master-crafted in genuine walnut veneers and matching hardwood solids.

SUPER-SCREEN 27" TV. The Revere, Model L2739—Early American Lo-Boy from the Admiral Masterpiece Collection in Cherrywood veneers and hardwood solids.

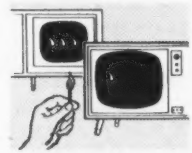
an entirely new screen TV



First bonded Super-Screen 27" TV—another dramatic advance from Admiral. 27" overall diagonal; 400 square inches of life-like realism—a 42% bigger picture than wide-angle 23" TV. Exclusive sealed-on optic filter safety glass.

Again Admiral creates new sales excitement...a great new profit opportunity for its dealers! Now! Exclusive new Admiral bonded Super-Screen 27" TV! Nothing else like it! The biggest, sharpest, most brilliant picture ever seen on any TV screen!

sealed directly to the tube. The safety glass is permanently bonded to the 27" tube by a new epoxy resin instead of the conventional molded safety glass. There is no separate glass between you and the picture! No dust! No haze! No reflection problems! You see a perfect picture no matter where you sit—a picture that's dramatically sharp and clear even in a fully lighted room.



Matchlight test shows amazing new tube cuts reflections by 75%.

Don't confuse the new Super-Screen 27 with any other picture tube you've ever heard about! There's nothing like it. Previous attempts to enlarge the picture to this size have resulted in dimness and fuzzy details. Admiral's new picture tube and the specially engineered chassis overcame all these problems.

New quality advances in chassis

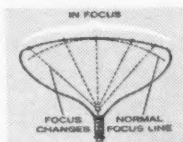
As a result of the superior regulation of Admiral's 23,000 volt system, extreme brightness and picture intensities are achieved as never before. An all-new DC contrast Restoration Circuit has been added to capture the

full range of light and dark tonal values seen by the TV camera. For the first time, an advanced N-77 Electron Focus Control permits fine edge-to-edge focus on such a giant screen. The fuzzy, distorted picture "halo" is also eliminated by a miniature "Einsel" focus lens that insures precise pinpoint detail.

Many new quality features

Other new quality advancements include: Miracle Compactron[☆] tube with an exclusive Automatic Picture Guard circuit! (Actually extends tube life and operating efficiency.) Copper-Bonded Symmetry Wiring eliminates 105 potential trouble spots. New "Cool Coil" power transformer with an amazing 100-year life-rated miracle insulation.

Despite the great increase in picture size,



New Automatic Focus Control provides full-screen sharpness.

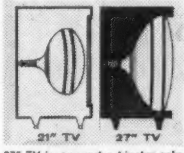


23,000 volt chassis is especially engineered for giant-screen TV.

Admiral's engineering breakthrough has achieved a degree of compactness previously impossible in giant-screen TV. While the neck of the new Admiral Super-Screen picture tube is slightly longer than today's 21" or 23" tubes, the unique sealed-on safety glass feature holds overall depth to a minimum.

New slim cabinet size

The Admiral Super-Screen 27 comes in slim decorator cabinetry that takes little more space than smaller screen sets, fits perfectly in any size room. Compare its trim measurements... only 32 1/8" high, 38 1/4" wide, 20" deep. And you can sell new Admiral 27" TV in three authentic furniture designs—Contemporary, Danish Modern and Early American Lo-Boys in beautiful finishes.



27" TV in compact cabinetry only a little larger than 21" TV!

Call your Admiral distributor right now!
Cash in now on this great new profit opportunity available only from Admiral!

☆ TM of manufacturer

MARK OF QUALITY  THROUGHOUT THE WORLD

ADMIRAL[®]

OCTOBER 16, 1961



CASWELL SPEARE PUBLISHER

DALE R. BAUER ADVERTISING SALES MANAGER

Philip G. Weatherby, General Manager, Home Goods Data Book; **Robert P. Green**, Promotion Manager; **Henry J. Carey**, Director of Market Research; **Peter Hughes**, Production Manager; **Marie Restaino**, Production Assistant.

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NEW YORK: Philip G. Weatherby, Sanford Wiedenmayer, 500 Fifth Avenue, N.Y. 36, N.Y., OX. 5-5959.

PHILADELPHIA: H. Sherman Davis, 6 Penn Plaza, Philadelphia 3, Pa., LO. 8-4300.

ATLANTA: Raymond K. Burnet, 1375 Peachtree St., N.E., Atlanta 9, Ga., (Atlanta) 875-0523.

CHICAGO: Edward J. Brennan, Bruce Tepaske, 645 N. Michigan Ave., Chicago 11, Ill., MO. 4-5800.

DALLAS: John Grant, 901 Vaughn Bldg., Dallas 1, Tex., RI. 7-5117.

DETROIT: Robert J. Scannell, 856 Penobscot Bldg., Detroit 26, Michigan, WO. 2-1793.

HOUSTON: Joe Page, W-724 Prudential Bldg., Houston 25, Tex., JA. 6-1281.

LOS ANGELES: Noel Humphrey, 1125 West Sixth, Los Angeles 17, Cal., HU. 2-5450.

SAN FRANCISCO: Thomas H. Carmody, 255 California St., San Francisco 11, Calif., DO. 2-4600.

PORTLAND: Scott Hubbard, Pacific Bldg., Yamhill St., Portland 4, Ore., CA. 3-5118.

PEOPLE IN THE NEWS



J. Jipp
of Ampex Corp.



J. Friedman
of Estey Organ



N. B. Krim
of Radio Shack

Ampex Corp.—John Jipp has been promoted to vice president of sales and general manager of the newly formed sales and service division. Jipp has been with Ampex for nine years, and was formerly manager of the Ampex Data Products Co. at Redwood City, Calif.

Estey Electronics—Josef Friedman has been named national sales manager of the Estey Organ Division. His post includes taking charge of national advertising and merchandising. Before joining Estey, Friedman was general manager of Thomas Organ Co.'s eastern division.

Radio Shack Corp.—Norman B. Krim, formerly vice president of Raytheon Co., became president and chief executive officer, effective today. Milton Deutschmann, former president and founder of the company, retains his position of chairman of the board.

Packard Bell Electronics—Wallace T. Powell has been named eastern sales manager for home products. Previously, he was director of merchandising for the home instruments division of Capitol Records Distributing Corp.

Maytag Co.—C. Roy Josephs joined the company as a sales specialist, serving as liaison between Maytag and its commercial laundry distributors.

Before joining Maytag, he was district sales manager for Franklin Equipment Co. of Mississippi.

General Electric—Edgar S. Marrotte has been appointed sales engineer for laundry and range controls by the appliance control department. He joined G-E in 1960 and last served as a proposition engineer in Philadelphia.

Franklin Manufacturing Co.—J. C. Hammond, former senior vice president, has been named president, succeeding R. G. Pugh who became chairman of the board and chief executive officer.

M. L. Pugh, former chairman and treasurer, is retiring.

Warren H. Puelston, former assistant secretary-treasurer, has been elected secretary and treasurer.

Tip Top Brush Co.—Murray Roth has been appointed assistant to the president. He leaves the Edy Brush Co. where he served as sales manager for more than 13 years.

Mirro Aluminum Co.—Warren J. Hagan has advanced to sales representative for the states of Virginia, Delaware and Maryland. He replaces Richard J. Dufano who has been transferred to Georgia.

Fedders Corp.—Robert A. Marquis has been appointed a district sales manager for the company's central air conditioning division. Prior to joining Fedders, he was midwest regional manager for Johnson Furnace Co. of Cleveland.

OBITUARY

Maytag Co.—Franklin H. Reynolds, recently retired regional manager at Allentown, Pa., died in Allentown on Sept. 30.

Family Weekly asks:

**is 16% of
your market
worth 6%
of your
Advertising
Budget?**

Although comprising less than a third of the nation's population, substantial industrial expansion, booming growth and exceedingly high home ownership make America's B & C counties—in the 30,000 to 240,000 range—a prime and logical appliance and housewares market.

For instance, 16% of all retail sales, 19.1% of all lumber-building-hardware sales and 15.8% of all furniture-household-appliance sales are made in the B & C counties covered in-depth... by *Family Weekly* alone!

Shouldn't at least 6% of your advertising budget go to sell this market... a market that, according to Sales Management's *Survey Buying Power*, is growing faster in sales and population than the national average?

Family Weekly APPLIANCE MARKET

- 95.7% of the homes reached every Sunday are equipped with electric refrigerators.
- There's an electric or gas range in 97.2% of the homes.
- 54% have a record player.
- 12.7% have room air conditioners.
- Of the 44.2% automatic washers in use, 6.9% were purchased within the last 12 months, as were 3.3% of the 21.1% clothes dryers in operation.

Family Weekly ALONE averages over 50% family coverage in the 617 counties in which it has 20% or more coverage.

Family Weekly ALONE consolidates 196 mighty middle markets into one huge \$35.1 billion sales opportunity.

No national marketing program is complete without effective coverage of America's mighty middle markets. *Family Weekly* sells America's mighty middle markets.

- **DISTRIBUTED THROUGH**
- **196 INFLUENTIAL NEWSPAPERS**
- **SERVING 5,297,067 FAMILIES WEEKLY**

The Largest Market in the World That Can Be Covered In Such Depth by a Single Advertising Medium

**Family
Weekly**

153 N. MICHIGAN AVE.

CHICAGO 1, ILLINOIS

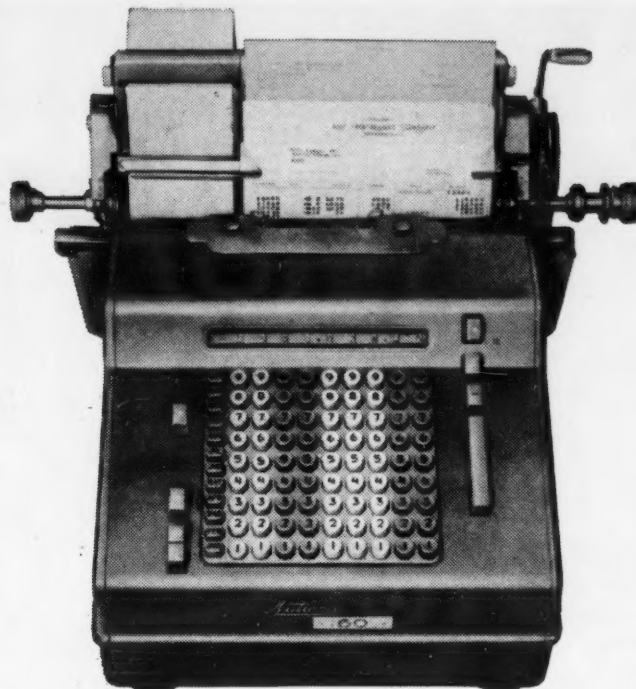
LEONARD S. DAVIDOW, Publisher

PATRICK E. O'ROURKE, Advertising Director



ANNOUNCING A LOW-PRICED NCR BOOKKEEPING MACHINE

Prices start
at \$700



The Class 60

Now... SMALL BUSINESSES CAN ENJOY THE BENEFITS OF MECHANIZED BOOKKEEPING!

No matter how small your business may be, if you are still using time-consuming pen-and-ink bookkeeping methods, be sure to see the new Class 60. *It can save you time and work, and enable you to mail out neatly printed, business-like statements—ON TIME!*

Easy to Install—Easy to Operate!

Regardless of what your present system may be—hand or machine—there's no delay or complications in changing over to the Class 60. No special skill or training is needed to learn to operate the "60." An exclusive "Live" Keyboard and several automatic features practically eliminate operator decisions. *You'll find the "60" as easy to operate as an adding machine.*

Some Of The Many Advantages to You— And Your Customers:

- Itemized statements explain each charge. They're machine-figured and printed. They're accurate, neat and easy-to-read.
- Mental figuring and hard-to-read hand-writing are eliminated. Builds customer confidence and goodwill.
- Customer's statement and ledger are printed at same time. Always agree.
- No end-of-month rush. Statements always up-to-date, ready to mail.
- Statements mailed on time—mean more payments received on time.
- Full year guarantee . . . parts and workmanship.

Investigate the benefits of the National Class 60 for your business. For more complete information, call your local National Branch office or Dealer—OR MAIL THE COUPON.

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio

Dept. 375

Name _____

Address _____

City _____ Zone _____ State _____

1039 OFFICES IN 121 COUNTRIES . . . 77 YEARS OF HELPING BUSINESS SAVE MONEY

OCTOBER 16, 1961

NCR

National

ACCOUNTING MACHINES
ADDING MACHINES • CASH REGISTERS
ELECTRONIC DATA PROCESSING
NCR PAPER (NO CARBON REQUIRED)

NORGE WINS THE TEST WITH THE MEN WHO KNOW BEST

NORGE For '62 with C.F.S.



Newark, N. J.—Service men applaud a presentation of the Norge Service-Simple Washer in Apollo Distributing Co. showroom.

Probably the last man on earth you'd expect to let out a whoop for an appliance is a service man. But these men are doing the next best thing. They're up on their feet applauding the Norge Service-Simple Washer. (A few of the boys have their hands glued in their pockets...but that just shows you nobody staged this photo.) Why the applause? Because here at last is a washer built so a man can service it fast, easily, and profitably. No wonder it's getting stand-up applause everywhere.



WORLD'S FIRST SERVICE-SIMPLE WASHER

- 1** Complete Front Servicing... cuts service time up to 33%!
- 2** Electronic Service Analyzer... cuts diagnosis time in half!
- 3** Double-Pivot Motor... virtually eliminates 1 out of 3 troublesome service calls!

NORGE

NORGE SALES CORP., SUBSIDIARY OF BORG-WARNER CORPORATION, MERCHANDISE MART PLAZA, CHICAGO 54
In Canada: MOFFATS, LTD., WESTON, ONTARIO • Export Sales: BORG-WARNER INTERNATIONAL, CHICAGO 3

MARKET REPORTS

SOUTH CENTRAL . . . LOUISVILLE—The word here was television. "At least it had been" said Joe Fleischaker of Will Sales Appliances, "until the new UHF station went on the air last month." Then, customers who had been eager to buy new, all-band sets started backing off because of poor reception throughout most of the city.

The new station, WLKY-TV, was Louisville's first UHF station in several years and the sets of most owners were not equipped to receive it. The advent of the ABC station was generating a lot of interest, especially in its fall sports programs, but transmission difficulties apparently cooled off some of the interest.

L. E. Leonhardt, Jr., of Leonhardt's Appliances, reported, however, that his TV sales were holding up well. His volume was up 2½ times over last year. More interest was growing among his customers in new all-band sets rather than in converters for their old sets, because of generally poor reception with converters. George Fultz of C. H. Kirchdorfer Super Appliance.

Reports indicated that color TV sales were on the way up, especially in the RCA line where they were being pushed in newspaper advertising. Fleischaker said stereo was doing well and the radio and clock radio market was good. Generally, dealers reported there seemed to be the start of a letdown in October among most major appliances. Washers, stoves and refrigerators were generally off, according to Leonhardt.

SOUTH . . . BIRMINGHAM—Sales were not sensational but they were improving, Birmingham appliance dealers reported. September sales were better than August and October was starting off as another good month.

"It looks like the year may turn out very good after all," said Clyde Coshatt of Coshatt's (formerly Birmingham Gas and Electric Appliance Co.) "The year started off bad and air conditioner sales were practically a washout until July, but since July our over-all business has been improving."

September sales were 5% above August and were now reaching more than 5% over the first three quarters of 1960.

Dealers found refrigerators and home laundries were running neck and neck for top honors. Coshatt said color TV also was particularly strong. Ranges and heating units, including central units, were beginning to show seasonal improvement, while other white goods and electronics were just about holding their own.

"This has been a crazy year and still is," said A. F. Billingsley of Billingsley-Duddy. "Air conditioning and refrigerators were away off in the early summer due to unseasonably cool weather. Then air conditioners sold like mad in July and early August. Refrigerators picked up in August and are still our best sellers."

Forney G. Vinyard of Maytag Sales and Service, was enthusiastic

about the fourth quarter outlook. "September sales were 8% more than August, which was a good month," he said, "and the first week in October has been better than the same period last month. For the year to date we are 10% ahead of 1960."

SOUTHWEST . . . PHOENIX—Purse strings for appliances were loosened again after a tight budget back-to-school September and tottering August, Central Arizona dealers reported.

Volume up, color sales good, stereo moving well, and washers a hot item said surviving merchants.

"Color's moving like mad, thanks to the new winter programming, the World Series, and some kind words in the Silvia Porter financial columns," said TV dealer Mort Brayer.

Montgomery Ward provided stimulus with liberal appliance displays in a vast, all-under-one-roof and refrigerated mall-type shopping center known as Chris-town. This store carried the downtown shopping concept into the heart of wealthy, suburban north Phoenix.

Major appliance leader Jim Herold said new sales were booming and used sales so good a 21,000 square foot service building was under construction. It would be used to recondition merchandise supplying one used outlet and several additional used stores would be opened within six weeks.

Generally, it was a buyer's market with plenty of closeouts and some price nibbling and with few shortages other than some refrigerator models.

Appliance Merchandising Association figures compiled for August showed two-door refrigerator-freezer combinations leading sales with 571 units reported sold by 23 members. Automatic washers were next at 568—as against 26 conventional washer sales—followed by single door refrigerators at 404; 365 electric built-in ovens and 339 surface units. In gas appliances, there were 169 standing ranges, 79 built-in ovens and 56 surface units.

TV moved 2,006 black and white and 38 color sets in month generally considered poor.

MIDWEST . . . DETROIT—Looking at 1961 appliance sales in general, they were down until recently.

"Mac" McCarthy, of McCarthy Appliance, calculated his 1961 volume had decreased about 25%. "Nothing is really moving," Mac said, "except for 13 foot dual-door refrigerators with top-door freezer. September through November hopes," Mac continued, "are pinned on electric clothes dryers. The fact that Detroit Edison helps promote sales with free installation, generally increases business."

"Until recently, sales have been only a light sprinkle all year," reported Walter Jasen, of Jasen's Appliance, "with over-all volume down some 15%. However, I feel our saving grace was in eliminating the 'pre-sold' or overly competitive lines. We were all profits by continually reducing the price."

Always first in quality . . . now tops in beauty
Enterprise

NEW . . . GAS AND ELECTRIC RANGES

THE BEST LOOKING . . . THE BEST COOKING . . .
THE BEST SELLING

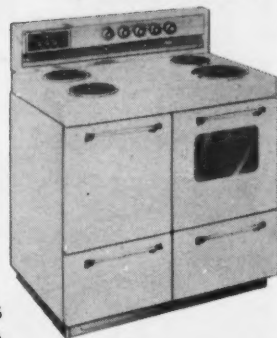
If you don't know Enterprise, you owe it to yourself to find out more about this medium priced line with the features and quality of high priced ranges.

Enterprise is built to exacting standards by skilled craftsmen who have been manufacturing ranges for over a century.

Now this service-free quality has been teamed with beautiful, new, contemporary styling to bring you the greatest value in free-standing ranges anywhere.



GAS
36" SERIES
MODEL 1624-A



ELECTRIC
36" SERIES
MODEL 124A

WRITE TODAY FOR NEW CATALOG

Phillips & Buttorff Corporation
Nashville 8, Tennessee

TELECTRO SALES LEADER

by Emerson Radio



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ONLY

STILL AMERICA'S UNDER-\$100 FAVORITE

Telectro, America's leading specialist in tape recorder manufacture, has done it again — quality-designed a multi-use, mass-market recorder that's superior to any other under-\$100 unit available. Combining simplicity, good looks and light weight, the MR112 has all the trimmings of value . . . 6 watt amplifier for crisp recording and playback, 7" reel capacity to provide up to four hours of playing time, single-knob function control that makes it easy enough for a child to operate, two-speed operations for that extra measure of fidelity when needed, elapsed time guide to help locate recorded passages. Show this versatile, compact beauty to everyone — family-man, teen-ager, vacationer, home-movie-fan — everyone. It has a market of millions and big profit for you!



TELECTRO

A Division of Emerson Radio



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America's Leading Tape Recorder Specialist
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YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!

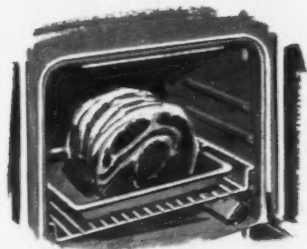
NEW DESIGN FOR LOOKS...



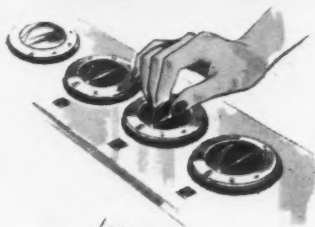
NEW EASE FOR COOKS

with this new 30" RCA WHIRLPOOL ELECTRIC RANGE

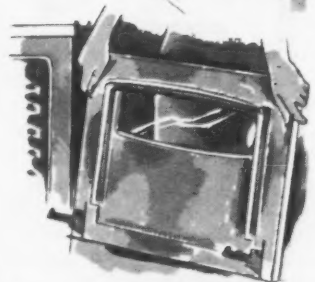
Exclusive Bar-B-Kewer® gives meats mouth-watering "out-door" goodness.



Counter Control Center puts controls up top, where they're most convenient.



Removable oven door... Spillguard* top... Dispos-A-Bowls*... and more, for easier-than-ever cleaning.



Here's a range you can sell faster and easier, simply because it offers so much more of what prospects want in their kitchens. See the sharp new look we call Cabinet-Mate* design because the lines of the range blend so well with cabinetry that it looks built-in. Notice the convenient Gourmet Shelf lined with colorful apothecary jars of spices... attractive to any good cook, extra salable for you! And, if the outside is good, inside there are even more salesworthy features, including a new type of dual-element oven heating system for better baking. Here's sales power that most competitive top-of-the-line ranges can't match, yet you can price this one so sharply it will hit the middle of your volume market. A call to your RCA WHIRLPOOL distributor brings all the facts. *Tmk.

Join up!... it's easier to sell
RCA WHIRLPOOL than sell against it.



Whirlpool CORPORATION

ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

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Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

HOW'S BUSINESS?

Here's the answer for 26 key markets which cover 15% of the U.S. buying public. Based on flash reports of dealer sales in the areas served by these utilities, the chart provides you with an authentic, timely index of retail sales. It's an ELECTRICAL MERCHANDISING WEEK exclusive.

August, 1961 vs. August, 1960	00	Refrigerators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dish-Washers	Room Air Conditioners	TV
8 Mos. 1961 vs. 8 Mos. 1960	00									
IN THE EAST										
United Illuminating Co.	+50	+26	+10	+16	+28	+3	+58	+235	+57	
	+19	+24	-1	-9	+17	+9	+26	+24	+22	
N. Y. State Elec. & Gas Corp.	+33	+16	+14	+17	+9	+1	+6	+61	*	
	+10	+7	+5	+25	+2	-6	+9	0	*	
Jersey Central Power & Light	-11	+5	-33	-13	-2	-4	-4	+10	0	
	-5	0	-14	-17	-4	-17	-1	0	+1	
New Jersey Power & Light Co.	+14	-14	+2	-6	+11	+63	+41	+22	-6	
	-6	-8	-4	-12	-10	+11	+13	-5	-8	
Philadelphia Elec. Assoc.	+19	+95	+27	-16	-6	0	-26	+626	+25	
	+6	+45	+12	+13	0	-10	+1	+1	+7	
Pennsylvania Elec. Co.	-2	+4	+2	-6	-7	+11	-7	-5	-13	
	-8	-5	+3	+5	-13	-12	-6	-6	-7	
West Penn Power Co.	-4	+6	+9	+59	-11	-15	-31	-18	-14	
	-9	+3	-9	+36	-21	-18	-7	-29	-14	
IN THE MIDWEST										
Dayton Power & Light Co.	-7	+16	-8	-14	-15	-27	-32	-16	+3	
	-17	-5	-11	-27	-14	-28	-1	-14	-7	
Central Illinois Public Service	+9	+43	+8	-27	+7	+13	-4	+43	-4	
	+1	+5	-10	-31	-6	-24	+2	+16	-5	
Kansas Gas & Electric Co.	-7	-13	+2	-59	-8	+2	+9	-17	-10	
	-10	-7	-15	-27	-3	-14	+8	+5	-23	
Kansas Power & Light Co.	+16	+8	+1	-22	0	-9	*	-19	+14	
	+4	+7	0	-6	-6	-21	*	-26	+3	
Nebraska-Iowa Elec. Council	+81	+144	-7	-13	+112	+98	+100	+90	+75	
	+32	+56	-6	+9	+40	+49	+82	+56	+15	
IN THE SOUTH										
Chattanooga Elec. Power Bd.	-11	-18	-4	-6	-13	-36	-11	-38	+10	
	-18	-25	-5	-4	-17	-21	+8	-42	+4	
Nashville Elec. Service	-28	-3	-2	-18	*	0	*	*	*	
	-4	-11	-7	-7	*	-10	*	*	*	
Florida Power & Light Co.	+8	-28	+75	-26	+17	-2	+16	+52	+1	
	-4	0	-2	+30	-5	-12	+13	+28	-13	
Florida Power Corp.	-20	+16	-22	-25	+6	-27	-25	+50	+5	
	-15	+19	-22	-25	+11	-13	-13	+21	+2	
Tampa Electric Co.	-21	+34	-12	-6	-3	-63	-26	+67	-2	
	-14	0	-13	-16	-6	-14	+8	-2	+1	
IN THE SOUTHWEST										
Dallas Power & Light Co.	+35	+70	-14	*	+31	+11	+11	-33	-7	
	-2	+9	-4	*	-14	-8	-3	-20	-12	
Gulf States Utilities Co.	*	*	+15	-1	*	-2	*	*	*	
	*	*	+1	+13	*	0	*	*	*	
El Paso Electric Co.	+16	+7	+33	+14	*	-17	+10	-74	+7	
	-13	-2	-1	-16	*	+6	+13	-15	-9	
Southwestern Electric Power	+22	+4	+118	+271	+15	+104	-17	-39	+3	
	+6	+11	+50	+77	+2	+50	0	-34	-3	
New Orleans Public Service	-15	-12	-55	*	-18	-7	-3	-69	+15	
	-12	-5	-20	*	-3	0	+1	-30	+13	
IN THE WEST										
Idaho Power Co.	+19	+2	-2	+2	-8	-14	+44	*	*	
	-2	-4	+1	+13	-10	-21	+5	*	*	
Pacific Gas & Electric Co.	+14	+4	-3	+28	0	+28	-5	+100	+3	
	+10	-4	+7	+1	+4	+5	+15	+55	+7	
Pacific Power & Light Co.	-19	-9	-23	-5	-11	-37	+9	+152	+4	
	-13	-17	-17	-1	-5	-15	+3	+80	-1	
Washington Water Power Co.	-16	0	-18	*	+31	+2	+18	+69	+20	
	-4	+2	-26	*	-8	-22	-1	+89	-9	
NATIONAL										
August 1961 vs. August 1960	+7	+9	+2	-8	+1	0	-4	+35	+9	
8 Mos. 1961 vs. 8 Mos. 1960	0	+3	-2	+6	-4	-5	+6	+2	+1	

0 = No Change * = Not Available

July Surge Continues In August

Things are definitely looking up for 1961 retail sales of major appliances. After a dismal start, the nine major products that comprise the "How's Business?" chart finally began to move and dealers from coast to coast were starting to consider 1961 a plus year.

According to reports of the 26 leading utilities that make up the EM WEEK panel only two appliances, water heaters and dishwashers, failed to register sales gains in August while six others topped August of a year ago with gains of from one per-

cent to a sensational 35% for air conditioners. Dryers kept pace with 1960. The cumulative picture was just as encouraging: Six appliances stood ahead of 1960 entering the final third of the year.

The big news in August was the heat that blanketed most of the nation and caused air conditioner sales to leap in unprecedented fashion. And air conditioners weren't the only product to benefit from the hot weather. Freezers bettered August 1960 by nine percent and refrigerators showed a seven percent increase.

But it was the air conditioner, written off by many as a flop this year, that gave August its biggest boost.

Television continued its surge back. For the first time this year TV cumulative sales topped 1960. Those early 1961 predictions which had television pushing 6 million units in sales now appear fairly solid: The product was up two percent on the year and the lush Christmas season is still three months away. Water heaters appear a cinch to top 1960; ditto freezers. Washers, just even with 1960 after eight months, are hard to tell—September will give the answer here. Dryers, off five percent, don't figure to top last year. Again, only time will tell.

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On Oct. 29, Motorola presents the biggest, most dramatic show ever produced on TV



Powerful 2-hour drama stars
SIR LAURENCE OLIVIER
in Graham Greene's famous novel
"The Power and the Glory"

History-making CBS show
represents the costliest
production in television history

Big-name costars among a cast of 151 include—
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Martin Gabel, Thomas Gomez, Julie Harris,
Roddy McDowall, Tim O'Connor, George C. Scott,
Fritz Weaver and Keenan Wynn.

Once again, Motorola leadership goes into action to build dealer sales and prestige—right when millions of prospects are getting ready to buy a new TV, stereo hi-fi or radio.

Rarely has there been a selling opportunity like it. Over 30 million people will watch this outstanding show—the most publicized and talked-about TV

event of the year. Every viewer in your trading area will get a close-up look at the new ideas and smart styling we've put into our new TV, stereo hi-fi and radio.

Don't pass this one up. Get all the details from your Motorola distributor... *plus* news on other big Motorola promotions coming up.

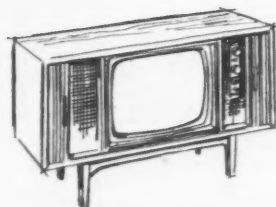
"The Power and the Glory" shown Oct. 29, 9 to 11 pm (EST), CBS



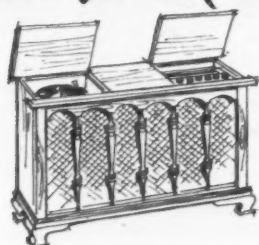
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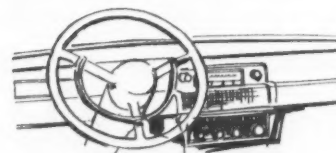
TELEVISION



STEREO HI-FI



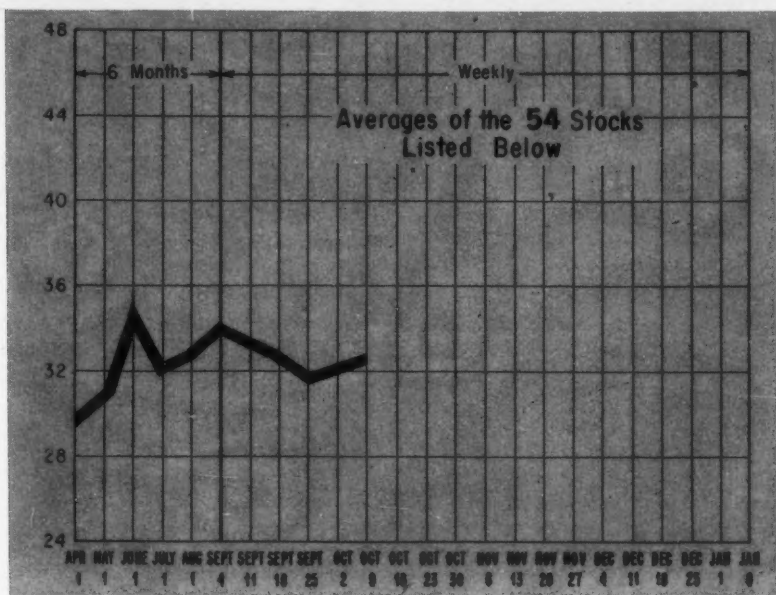
TABLE AND CLOCK RADIOS



FM AND AM CAR RADIOS

TAKING STOCK

A quick look at the way in which the stocks of 54 key firms within the industry behaved last week. This summary is another exclusive service for readers of EM WEEK.



Stocks and Dividends In Dollars	1961 High	Low	Close Oct. 2	Close Oct. 9	Net Change
NEW YORK EXCHANGE					
Admiral	15 ¹ / ₈	10 ⁵ / ₈	12 ³ / ₈	11 ⁷ / ₈	— ¹ / ₂
American Motors 1.20	21 ¹ / ₄	16 ¹ / ₂	17 ⁷ / ₈	17 ³ / ₄	— ¹ / ₈
Arvin Ind. 1	28 ¹ / ₈	20	25 ⁷ / ₈	26 ³ / ₄	+ ⁷ / ₈
Borg Warner 2	46 ¹ / ₂	35	44 ³ / ₈	46	+ 1 ⁵ / ₈
Carrier 1.60	49	32 ¹ / ₈	39 ¹ / ₂	39 ³ / ₈	— ¹ / ₈
CBS 1.40B	42 ³ / ₈	32 ¹ / ₂	32 ¹ / ₂	34 ¹ / ₂	+ 2
Chrysler 1A	57 ³ / ₈	53 ¹ / ₂	54 ⁵ / ₈	55 ¹ / ₄	+ ⁵ / ₈
Decca Records 1.20	47 ¹ / ₂	32	35 ¹ / ₂	36 ¹ / ₂	+ 1
Emerson Electric 1BXD	88 ¹ / ₄	50	78	80 ¹ / ₂	+ 2 ¹ / ₂
Emerson Radio .37T	16 ³ / ₄	11 ¹ / ₈	14 ¹ / ₄	13 ⁵ / ₈	— ⁵ / ₈
Fedders 1B	25 ¹ / ₈	17 ¹ / ₈	20 ¹ / ₈	20 ³ / ₄	+ ⁵ / ₈
General Dy. 1	45 ¹ / ₂	27 ¹ / ₂	28	27 ¹ / ₂	— ¹ / ₂
General Elec. 2	76 ³ / ₈	60 ¹ / ₂	73 ³ / ₈	76 ³ / ₈	+ 2 ³ / ₄
General Motors 2	50 ³ / ₄	40 ⁵ / ₈	49 ³ / ₄	50 ³ / ₄	+ 1
General Tel & El .76	32 ¹ / ₂	25	25 ¹ / ₈	25 ¹ / ₈	—
Hoffman Elec.	29 ⁵ / ₈	16 ¹ / ₄	16 ⁵ / ₈	16 ¹ / ₂	— ¹ / ₈
Hupp Corp. 25F	11 ³ / ₄	8	8 ¹ / ₄	8 ¹ / ₄	—
Magnavox 1	39 ¹ / ₂	35 ¹ / ₈	33 ³ / ₈	33 ¹ / ₈	— ³ / ₄
Maytag 2A	56 ¹ / ₄	52 ³ / ₄	52 ¹ / ₄	52 ¹ / ₂	+ ¹ / ₄
McGraw-Edison 1.40	40 ⁵ / ₈	30 ³ / ₄	35 ¹ / ₂	35	— ¹ / ₂
Minn. M&M .60	87 ⁵ / ₈	70 ¹ / ₈	75 ³ / ₈	78 ¹ / ₄	+ 2 ⁵ / ₈
Montgomery Ward 1	34 ³ / ₄	26 ³ / ₄	30 ³ / ₈	32 ³ / ₄	+ 2 ³ / ₈
Monarch .04	18 ¹ / ₂	13 ³ / ₈	15 ³ / ₄	16 ¹ / ₈	+ ³ / ₈
Motor Wheel 1	20 ¹ / ₂	11 ³ / ₄	13 ¹ / ₂	13 ³ / ₈	— ¹ / ₈
Motorola 1	100	68 ¹ / ₂	76 ¹ / ₂	79	+ 2 ¹ / ₂
Murray Corp.	30 ⁵ / ₈	26 ¹ / ₂	26 ¹ / ₂	26 ⁵ / ₈	+ ¹ / ₈
Norris-Thermador	34 ³ / ₈	18	21 ¹ / ₈	21 ¹ / ₂	+ ³ / ₈
Philco	25 ¹ / ₈	17 ³ / ₈	21 ⁷ / ₈	22 ⁷ / ₈	+ 1
RCA 1B	65 ⁵ / ₈	49 ¹ / ₂	55 ¹ / ₈	56 ⁷ / ₈	+ 1 ³ / ₄
Raytheon 2.37T	44 ¹ / ₂	34 ³ / ₈	35 ³ / ₄	37 ⁵ / ₈	+ 1 ⁵ / ₈
Rheem	23 ¹ / ₂	13 ¹ / ₂	14	13 ⁷ / ₈	— ¹ / ₈
Ronson .60	23 ³ / ₈	12 ¹ / ₈	21 ³ / ₄	22 ³ / ₈	+ ⁵ / ₈
Roper GD	25 ¹ / ₂	16 ⁵ / ₈	20 ³ / ₄	21	+ ¹ / ₄
Schick	14 ¹ / ₈	8 ¹ / ₄	9 ¹ / ₂	9	— ¹ / ₂
Siegler Corp. .40B	34	22 ³ / ₄	24	23 ⁵ / ₈	— ³ / ₈
Singer	115	107 ³ / ₄	104 ³ / ₈	115	+ 10 ⁵ / ₈
Smith A. O. 1.60A	37 ⁷ / ₈	26 ¹ / ₄	27 ¹ / ₈	26 ⁷ / ₈	— ¹ / ₄
Sunbeam 1.40A	55 ³ / ₈	45 ³ / ₈	50 ¹ / ₂	50 ¹ / ₄	— ¹ / ₄
Welbilt .10E	7 ¹ / ₄	4 ¹ / ₈	5	5	—
Westinghouse 1.20	50	40 ¹ / ₈	44 ¹ / ₄	44	— ¹ / ₄
Whirlpool 1.40	34 ³ / ₈	26 ⁵ / ₈	27 ¹ / ₄	28 ⁵ / ₈	+ 1 ³ / ₈
Zenith 1.60A	198 ³ / ₄	97 ¹ / ₄	174 ¹ / ₄	178 ¹ / ₂	+ 4 ¹ / ₄
AMERICAN EXCHANGE					
Century Electric	10 ³ / ₄	5 ⁷ / ₈	8 ¹ / ₈	8 ¹ / ₈	—
Ironrite .25T	8 ¹ / ₄	5 ¹ / ₂	6 ⁵ / ₈	6 ⁵ / ₈	—
Lynch Corp. 87T	12 ³ / ₄	8 ¹ / ₄	9 ¹ / ₈	9 ⁵ / ₈	+ ¹ / ₂
Muntz TV	7	4	4 ³ / ₄	4 ³ / ₄	—
National Presto .60	31	12 ¹ / ₄	15 ¹ / ₄	15 ³ / ₈	+ ¹ / ₈
Nat. Un. Elec. (Eureka)	4 ¹ / ₂	1 ⁷ / ₈	2 ³ / ₄	2 ⁷ / ₈	+ ¹ / ₈
Pentron	8 ⁵ / ₈	2 ⁵ / ₈	4 ¹ / ₂	4 ¹ / ₄	— ¹ / ₄
Proctor-Silex	9 ¹ / ₂	5 ¹ / ₈	7 ³ / ₄	7 ¹ / ₂	— ¹ / ₄
Republic Trans.	9	4 ¹ / ₂	6 ¹ / ₈	6	— ¹ / ₈
Trav-ler Radio	7 ¹ / ₂	4 ⁵ / ₈	7 ¹ / ₄	7	— ¹ / ₄
MIDWEST EXCHANGE					
Knapp-Monarch	—	—	5 ⁷ / ₈	5 ⁷ / ₈	—
Webcor	—	—	9 ³ / ₈	10 ¹ / ₈	+ ³ / ₄

A—Also extra or extras. B—Annual rate plus stock dividend. E—Paid last year. F—Payable in stock during 1961, estimated cash value on ex-dividend or ex-distribution date. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

ANALYSIS: The EM WEEK average closed the week at 33—an increase of 5/8 pt. above last week's reading. The rise, however, does not reflect the over-all market which continued its drab and indecisive performance. Most issues moved slightly as news from the international and domestic scenes continued "off." Steel is down almost 11% from 1960 and the Ford

strike has cut sharply into auto production. Among the key 54 stocks on the EM WEEK board only two—Singer and Zenith—made any substantial gains as most issues seemed to move with little purpose. Three new highs (GE, GM, and Singer) and two new lows (Smith and Whirlpool) were registered. The market dipped below the 3 million mark on Oct. 9.

A QUICK CHECK OF BUSINESS TRENDS

	Latest Month	Preceding Month	Year Ago	HOW THEY COMPARE
FACTORY SALES	127	123	113	12.39% up (July 1961 vs. July 1960)
appliance-radio-TV index (1957 = 100)				
RETAIL SALES	18.1	18.1	18.2	0.55% down (August 1961 vs. August 1960)
total (\$ billions)				
APPLIANCE-RADIO-TV STORE SALES	317	310	326	2.76% down (July 1961 vs. July 1960)
(\$ millions)				
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	274	272	290	5.52% down (August 1961 vs. August 1960)
FAILURES of appliance-radio-TV dealers	22	21	31	29.03% down (August 1961 vs. August 1960)
HOUSING STARTS (thousands)	129.2	127.9	138.3	6.58% down (August 1961 vs. August 1960)
AUTO OUTPUT (thousands)	103.4**	114.6**	140.8**	26.6% down
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	18.3+	17.8+	19.0+	3.68% down (2nd qtr. 1961 vs. 2nd qtr. 1960)
DISPOSABLE INCOME annual rate (\$ billions)	361.7+	354.3+	352.7+	2.55% down (2nd qtr. 1961 vs. 2nd qtr. 1960)
CONSUMER SAVINGS annual rate (\$ billions)	25.7+	23.7+	22.8+	12.72% up (2nd qtr. 1961 vs. 2nd qtr. 1960)
EMPLOYMENT (thousands)	68,539	68,499	68,282	0.38% up (August 1961 vs. August 1960)

*New index being used. Federal Reserve Bulletin (seasonally adjusted).
**Figures are for week ending October 7, 1961, and preceding week (revised).
+ Figures are for quarters.
+ Federal Reserve Bulletin figures (revised).

A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1961 (Units)	1960 (Units)	% Change
AIR CONDITIONERS, Room	July	76,500	117,900	-35.11
	7 Months	1,276,300	1,277,800	-0.12
DISHWASHERS	July	41,800	33,800	+23.67
	7 Months	330,500	309,200	+6.89
DRYERS, Clothes, Electric	August	79,015	69,658	+13.43
	8 Months	399,124	432,250	-7.66
Gas	August	43,331	35,461	+22.19
	8 Months	204,155	228,046	-10.47
FOOD WASTE DISPOSERS	July	63,700	55,100	+15.61
	7 Months	450,700	435,900	+3.40
FREEZERS	July	105,900	94,100	+12.54
	7 Months	598,200	647,300	-7.59
PHONOGRAPH SHIPMENTS	July	242,012	293,551	-17.56
	7 Months	1,740,062	2,100,422	-17.15
RADIO PRODUCTION (excludes auto)	Week Sept. 29	325,045	258,245	+25.87
	39 Weeks	8,250,551	7,699,455	+7.16
RADIO RETAIL SALES	July	697,851	573,363	+21.71
	7 Months	5,088,031	4,451,721	+14.29
TELEVISION PRODUCTION	Week Sept. 29	150,901	151,640	-0.48
	39 Weeks	4,397,333	4,373,121	+0.55
TELEVISION RETAIL SALES	July	388,791	392,858	-1.04
	7 Months	3,027,975	3,050,385	-0.74
REFRIGERATORS	July	304,700	297,400	+2.45
	7 Months	1,991,000	2,111,100	-5.69
RANGES, Electric, Standard	July	55,600	58,100	-4.30
	7 Months	491,700	503,300	-2.30
Built-in	July	48,400	44,800	+8.04
	7 Months	403,000	391,400	+2.96
RANGES, Gas, Standard	August	151,500	132,100	+14.69
	8 Months	929,200	979,300	-5.12
Built-in	August	31,000	30,700	+0.98
	8 Months	223,200	225,200	-0.89
VACUUM CLEANERS	August	270,100	280,575	-3.73
	8 Months	2,082,348	2,186,051	-4.74
WASHERS, Automatic & Semi-Auto	August	265,448	230,540	+15.15
	8 Months	1,647,300	1,634,000	+0.81
Wringer & Spinner	August	67,114	65,959	+1.75
	8 Months	437,649	482,860	-9.36
WASHER-DRYER COMBINATIONS	August	8,063	12,237	-34.10
	8 Months	66,398	101,071	-34.30
WATER HEATERS, Electric (Storage)	July	59,400	59,600	-0.34
	7 Months	433,600	435,300	-0.39
WATER HEATERS, Gas (Storage)	August	206,200	279,400	-26.20
	8 Months	1,741,000	1,888,800	-7.82

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

Hamilton

GOLDEN TOUCH

Washer and Dryer SPECIAL

can build new sales, new profits, for you right now!

Here, for the *first* time is a promotion that can add the "Golden Touch" to your appliance selling this fall. These specially priced washer and dryer models enable you to offer performance advantages usually found *only on higher priced units!* Trimmed in an eye-catching golden hue, this Hamilton Special 6300 Washer and Dryer Series delivers the solid, dependable, trouble-free service... the performance features that mean *most to most* women.

Add the extra competitive selling advantage of this new low-priced "Golden Touch" Hamilton Special to your selling program this fall. Get the facts about this money-making promotion from your Hamilton distributor *today!*

P. S. If you are *not* now a Hamilton dealer—this is a real opportunity to put the "Golden Touch" of quality into your appliance sales. Your nearest distributor will give you the full story. Call him now.

Hamilton adds the

GOLDEN TOUCH

of new profits to your business



Alert dealers will be contacting
HAMILTON DISTRIBUTORS
now for full details on this
"GOLDEN TOUCH" promotion.

ARIZONA—Arizona Hardware Company, Phoenix

CALIFORNIA—Delta Appliance Distributors, Inc., La Jolla • H. R. Basford Company, Los Angeles
H. R. Basford Company, San Francisco

COLORADO—W-F Distributing Co., Denver

FLORIDA—Sylvania Home Electronics Corp., Jacksonville

GEORGIA—Hopkins Equipment Company, Atlanta 8

ILLINOIS—The Sampson Company, Chicago 8
Yeomans Distributing Company, Peoria

INDIANA—Peerless Electric Supply Co., Indianapolis 7
Midwest Sales & Service, Inc., South Bend 14

IOWA—F. E. Davidson Company, Davenport
G. W. Onthank Company, Des Moines 13

KENTUCKY—Birch Distributors, Inc., Ashland

LOUISIANA—Hicks Distributing Company, Inc., New Orleans 19

MAINE—Northeastern Supply Company, Caribou

MASSACHUSETTS—The Boyd Corporation, Cambridge 38

MICHIGAN—Peninsular Distributing Co., Detroit 7
Republic Distributing Company, Grand Rapids
Northern Supply Co., Appliance Div., Saginaw

MINNESOTA—The Forster Company, Minneapolis 16

MISSOURI—Interstate Distributors, Inc., Kansas City 5 • Disco Distributing Company, St. Louis 39

MONTANA—Appliance Mart, Billings

NEBRASKA—K. K. Company, Inc., Omaha 8

NEVADA—Worthen's, Las Vegas

NEW JERSEY—Igoe Brothers, Inc., Newark 2

NEW MEXICO—Cunningham Distributing, Inc., Albuquerque

NEW YORK—Igoe Brothers, New York Corp., New York 18 • Pirmacs Distributors, Buffalo 2 • Gilbert Distributing, Inc., Rochester 9

NORTH DAKOTA—O'Day Equipment, Inc., Fargo

OHIO—The Johnson Electric Supply Co., Cincinnati 2
Tecca Distributing Company, Cleveland 3 • Luethi & Welch, Inc., Columbus 15 • V. J. McGranahan, Inc., Dayton 4 • McGranahan Distributing Co., Toledo 2

OREGON—Dean Distributing Company, Inc., Portland 14

PENNSYLVANIA—Raub Supply Company, Lancaster • Elliott-Lewis Corporation, Philadelphia 4
J. A. Williams Company, Pittsburgh 6

SOUTH DAKOTA—L. C. Lippert Company, Sioux Falls

TENNESSEE—Harry Johnson, Inc., Memphis 4

TEXAS—Price Supply Company, Amarillo
Cunningham Distributing, Inc., El Paso • Perkins Distributing Company, Houston 4

UTAH—Walter B. Lloyd Company, Salt Lake City 1

VIRGINIA—Mitchell-Powers Hardware Co., Bristol

WASHINGTON—Tubbs Electric Co., Spokane 4
Russell Distributing Company, Seattle

WEST VIRGINIA—Eskew, Smith & Cannon, Charleston 26

WISCONSIN—Tryman Distributors, Inc., Milwaukee

WASHINGTON, D. C.—American Wholesalers

HAMILTON MANUFACTURING
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